Y 12, 1969

# CHEMIST & DRUGGIST

re newsweekly for pharmacy

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The Cow & Gate story – powerful advertising that ensures continually increasing sales.



NPU joins S.E.T. protests at No. 10

MPs debate rural dispensing

Apollo 11: Space medicine comes down to earth

Quant cosmetics marketing plans

U.S. Photo Expo

— A warning

to retailers

How to achieve faster stockturn



still 4 -

16 oz pack Recommended retail price

# GIVE ONE OF OUR GIRLS A NICE SURPRISE AND SHE'LL GIVE YOU ONE BACK.



111th year of publication Vol. 191 No. 4665 The newsweekly for Pharmacy

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Subscription: Home and Overseas £6 pa; 2s 6d per copy (including postage)

Published every Saturday by Morgan-Grampian (Publishers) Ltd, 28 Essex Street, Strand, London WC 2. (01-353 6565) Contents ©

Member Audit Bureau ABC of Circulations





The moon landing has its benefits to earth medicine. Story: page 30



N.P.U. chairman John Reed signs S.E.T. protest to Premier. Story: page 21

# 10% off...at your



# wholesaler...now!



Gillette Super Silver. 5-blade pillar packs. Normal price 70/5d. Now only 63/5d!

So you can reduce by 3d. And still make your normal profit!

(Ten-blade pillar packs 10% off, too!)

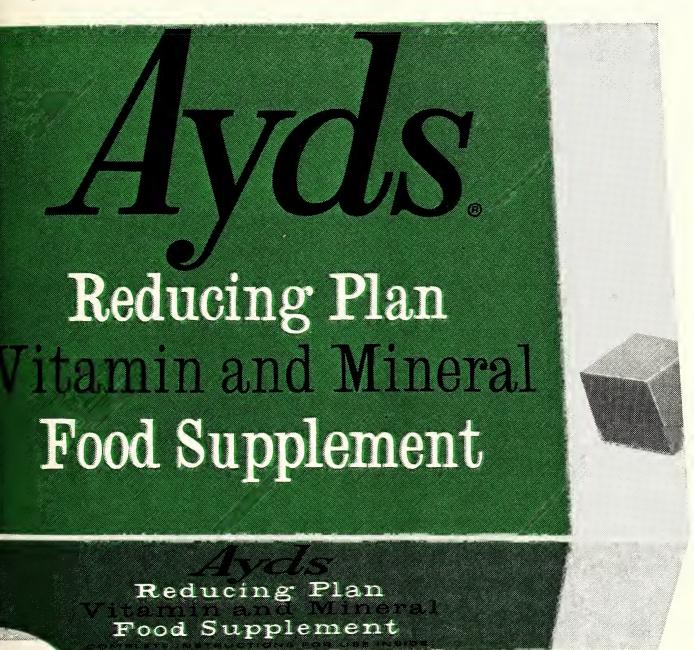
Gillette Super Silver. Britain's best blade.

# Make a mint-



New MINT-flavoured Ayds are going to increase your sales. They're going to add variety to the Ayds Reducing Plan—already phenomenally successful in the vanilla flavour. They've been tested for just the right amount of mintiness. Just the right amount of chewiness. They're low on calories. But high on advertising. Over 80 ads in leading Women's magazines. Powerful advertising to help you make a lot of sales. So why not increase your stock? And reduce your customers' weight.

# Ayds just did!



#### REE LOW-CALORIE COOKBOOK



To introduce the new Mint flavour, AYDS offer your customers a copy of Colette Black's famous Low-Calorie Cookbook FREE with each box of AYDS purchased. This offer is made possible by special arrangement with the publishers of this popular book, which normally sells at 6/-.

**Ask your wholesaler** for new Mint AYDS now and secure your supply of Cookbooks together with an attractive new display unit.

Or fill in this coupon:

Please send me cases (½ doz.) MINT AYDS cases (½ doz.) VANILLA AYDS cases (1 doz.) Composite

(6 of each)

Together with the counter display unit and Cookbooks.

N.B. Minimum order to qualify for Cookbooks: ½ doz. MINT AYDS. Vanilla Ayds ordered at the same time will also qualify for Cookbooks, up to a number not exceeding your Mint order. The offer closes when stocks are exhausted.

Name\_\_\_\_\_Address\_\_\_\_\_

Wholesaler's name\_\_\_\_

Address

Send to Ayds Division, Dept. C, Cuticura Laboratories Ltd., Maidenhead, Berkshire.



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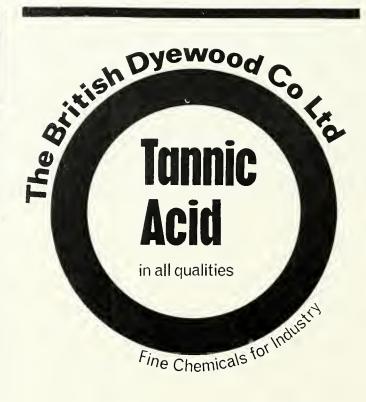
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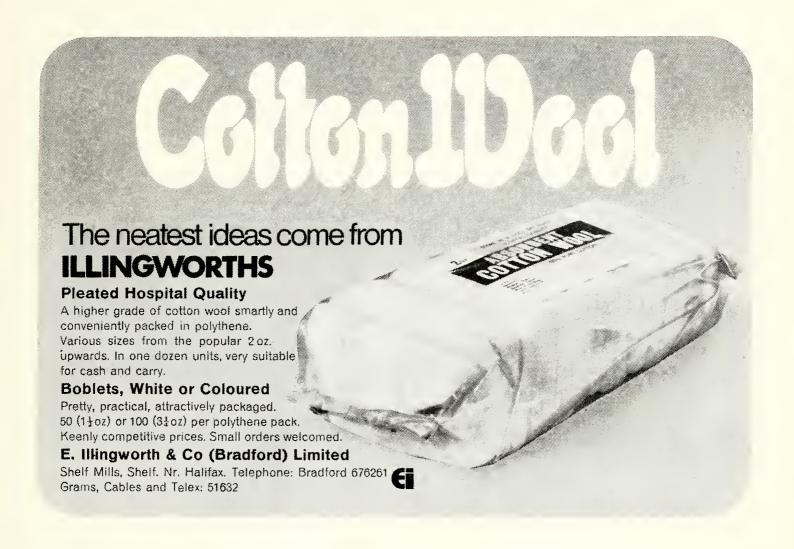
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10 Victoria Street, Liverpool 2. Tel: CENtral 5272







New, from Cuticura. Shave Foam.

Mildly medicated. Gives months of smooth easy shaving.

Cuticura Shave Foam. It's got the lot – a beard softener, a lubricant and a humectant – plus the Cuticura extras; a mild mild antiseptic, just enough of it, and a skin healer.

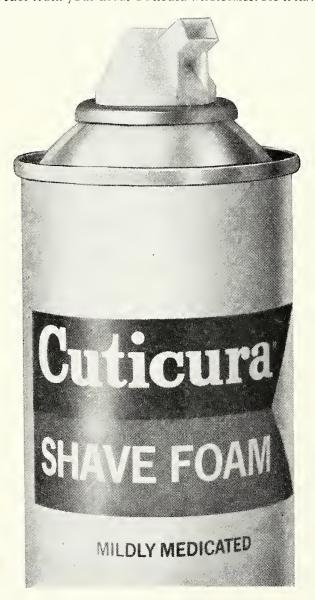
Cuticura Shave Foam, mildly medicated – new.

Retails at 6/5 per 8 oz can. You get 40% profit on cost.

Like 17/6 a dozen. Which is more than on any other economy priced shaving foam. Which is nice. And the nationally advertised introductory 1/6 off brings the customers in, and still keeps your profits up. Which is very nice.

Cuticura Shave Foam. New.

Order from your usual Cuticura wholesaler. He'll have it.



Changes in the wet shaving market

Wet shavers of the U.K. are changing their habits. The trend now, more and more, is towards aerosol shaving foams. Once a wet shaving type discovers the benefits of using an aerosol product, he stays with it.

#### Vast potential of an as yet untapped market

There are 14 million wet shavers in the U.K. waiting to be won over to aerosol shaving foams. In the U.S.A., to date, 8 out of every 10 wet shavers are using aerosols. And it can't be long before the pattern is the same in the U.K.

#### Cuticura Shave Foam comes in at the right time

So far, U.K. manufacturers have been slow in realising the full potential of this aerosol shave foam market. But Cuticura have timed the launch of their new Shave Foam to take full advantage of this new expanding market. It's early days yet, but this could become a brand leader.

A quality product

The very name Cuticura promises quality to the consumer. And Cuticura Shave Foam promises this same quality, plus. The 8-oz can, containing 198-g of Shave Foam lasts and retains its character for months and months. It's been specially formulated to give smooth, protected shaving. It contains a beard softener, an active skin healer (Allantoin), a very effective lubricant for faster smoother shaving, antiseptic protection in the form of Hexachlorophene, and—most important, this—Humectant to prevent the skin drying out.

#### Well packaged, well advertised, well priced

Cuticura Shave Foam, presented in an attractive can with an eye-catching "chevron" in the Cuticura colours of orange and black, will be advertised nationally and powerfully. Add to this the very competitive price of 6/5 for the 8-oz can, and you have a very attractive product indeed. But that's not all.

#### Introductory Offer, Generous Trade Terms

To add consumer interest to the launch of Shave Foam, Cuticura are giving, and advertising, a valuable 1/6 off introductory offer. Stockists will still receive a 40% profit margin on cost on Cuticura Shave Foam more than on any of the other economy brands. And, for the whole time the introductory 1/6 off lasts, the stockist will still receive his full profit margin. Cuticura Shave Foam, available from all the usual Cuticura wholesalers, promises to be an exciting and beneficial new product—for the consumer and the stockist.

Cuticura Shave Foam. New. From Cuticura Laboratories Limited, Maidenhead, Berkshire.

# S.E.T protest goes to Premier

Mr Harold Wilson has been asked what action he proposes to take to remove the "crippling burden" of selective employment tax from the specialist retailer.

The question is put in a letter to the Prime Minister signed by leaders of Retail Alliance organisations—among them Mr John Reed, chairman, National Pharmaceutical Union—and delivered to 10 Downing Street on Sunday, the eve of a further 28 per cent increase in the tax.

Copies were also sent to Conservative and Liberal party leaders and to the Chancellor of the Exchequer.

The protest letters mark the beginning of a campaign against S.E.T. that the Alliance plans to wage until after the next General Election. The text says that the tax imposes an intolerable burden on the spec-

ialist retailer and places in jeopardy his future profitability and service to the community.

"The small retailer does not have the necessary financial resources, or the flexibility of operation, to absorb the adverse effects that this tax imposes on him.

"The retail trade does not fall into that category of the service industry which might have hitherto enjoyed a measure of freedom from indirect taxation. This was one of the prime arguments for the introduction of the tax. As you are well aware, we have had to finance the purchase tax scheme since it was first introduced and retail businesses are subject to the same direct taxation as any other section of industry."

Pharmacies 'closing'

The letter ends with the claim that the tax is causing real hardship to the specialist retailer. Closure of 200 retail pharmacies a year before the latest increase is cited as one effect of S.E.T.

At a Press conference, Mr Barry Reed (chairman of the Alliance) said that to assume that retailing was not an essential element of Britain's economic structure demonstrated a lamentable lack of understanding of elementary principles.

"Retailing is an integral link in the manufacturing chain—a single economic process to provide goods for the consumer." There was ample evidence that the tax had caused irreparable damage to the retail trade.

Alliance vice-chairman Mr V. N. Ely estimated that in a drapery business such as his own the wages bill had increased by 10-15 per cent as a result of S.E.T., increasing

Mr John Reed (centre), chairman of the NPU, with delegation members outside No. 10 at Sunday's S.E.T. protest



overall costs by some 2-2½ per cent. To get that back in increased prices would mean an increase of 5d or 6d in the £.

A spokesman for radio and TV retailers said the stand was on the selective or "discriminatory" aspect of the tax.

It had been introduced with a soft, dishonest sell; the public had been told it would be paid for by increased economies in the retail trade. Retailers were the victims between a fixed ceiling of turnover and a rising floor of costs. Good retailers were becoming frightened of extinction—"the Government are involved in a kind of commercial genocide."

Retailers have already been asked to write to their MPs on S.E.T. and can take part in the next part of the campaign with window stickers, customer petitions, etc.

The Retail Alliance comprises 11 national associations of independent and specialist retailers, including the National Pharmaceutical Union. There are 40,000 members controlling 70,000 outlets, with combined annual sales of £1,500m.

#### Looking forward

In a reply to the Alliance's letter, Mr Edward Heath wishes success to the campaign and Mr Barry Reed, in response, looks forward "to the abolition of S.E.T. by 1971 at the latest."

The committee for the Repeal of Selective Employment Tax has also written to the Chancellor of the Exchequer to point out some anomolies of the tax.

Its letter says that because of the tax the service industries will no longer be able to absorb those who have "no wish to be a burden on our social services but whose productivity was below average for reasons of age, partial disability, health or personal circumstances." The committee gives a list of reasons why the "actual net gain" to the Exchequer from the tax is considerably less than the £606m. officially quoted.

The cost to Sangers: page 25

### Expanding facial tissue sales

Sales of facial tissues for the domestic market are estimated to have reached £11 million in 1968, representing an increase of 14 per cent on the previous year. Much of future growth is expected to occur within the supermarkets, grocers already having captured almost three-quarters of sales. An 83 per-

cent-share of the market (representing £18½ million in turnover) is forecast for the grocers by 1973 in a report in the July issue of *Retail Business* (No. 137).

Without giving a figure the report adds that chemists are "undoubtedly second" on the list of distributors. Between 1969-75 an average annual compound growth rate of about 10 per cent can be expected.

A percentage "breakdown" of sales by brand for 1968 is given as follows:—

	Regular	Man-sized	Total
Kleenex	20	50	33
Scotties		. 20	
regular	17		17
Rainbow	15		12
Satinex	13	10	9
All other	35	20	29

#### Medicine safety moves welcomed

Moves by pharmacists to take back patients' unwanted drugs have been welcomed by Mr C. F. Waller (assistant head, home safety division, Royal Society for the Prevention of Accidents).

He was speaking at a Press conference called to report on further tests on the "childresistant" Palm 'n Turn tablet and capsule container (C&D, March 15, p. 231).

Mr Waller said he had the impression that the types of container now used were unsafe and he hoped that further research would be carried out.

The tests involved 73 child-tests with Palm 'n Turn (all participants under five years) from which there were three successes in opening the containers—one after three minutes, two after 11 minutes. Generally there was a loss of interest after four and a half minutes.

#### Half successful

Similar tests were made using glass tablet containers on which the metal caps had been tightened to a known torque. When the torque was 15 lb inches — adults could apply that "with a little effort"—only one of 11 children managed to open the container. But at 10 lb inches a third, and at 7 lb inches, half of the children were successful.

Commenting, Mr R. I. Johnson (Metal Box Co Ltd) said the results indicated that if the parent screwed the bottle cap firmly home the glass container became far more child resistant. Parent education was the problem. The tests, he said, should stimulate the industry to even greater efforts.

Comment: page 27

### £148 million pharmacists

Pharmacists in England and Walcs received £147,880,000 from Executive Councils in 1967-68 of which £104,726,000 was for drugs and container allowances, £12,277,000 for oncost allowance, £30,477,000 professional fees and £400,000 for rota fees.

Medical practitioners received £6,462,489 for supplying drugs and appliances. £1,593,007 was paid for prescriptions written by hospital doctors for out-patients and dispensed in retail pharmacies.

The average cost of keeping a patient in a hospital in England and Wales ranged from just over £12 a week psychiatric (mental subnormality) hospital to £52 11s 6d in an isolation hospital. An analysis of the average weekly cost, £46 4s 8d, of maintaining an in-patient in a acute nonteaching hospital with over 100 beds shows that drugs cost £1 5s 11d, dressings 7s 8d, and the indirect hospital pharmacy expenditure was 8s 3d.

In England, Hospital Management Committees spent £16,205,658 on drugs and £3,742,948 on dressings or 3.2 and 0.7 per cent of total expenditure respectively.

Corresponding figures for hospitals were teaching £4,180,085 (4.0 per cent) and £738,752 (0.7 per cent) respec-

(NHS Summarised Accounts 1967-68, HM Stationery Office, price 6s 6d).

#### Effervescent tablet test queried

Deterioration of effervescent potassium tablets causing a greatly prolonged disintegration time resulted in a pharmacist appearing before the Pharmaceutical Service Committee of the Inner London Executive Council recently.

The tablets had been taken for examination under the drug testing scheme.

At the hearing a representative of the manufacturer said that the most worrying aspects of the reports by the Council's and the respondent's analysts had been the disintegration times found by them-13 and seven minutes respectively.

In the manufacturer's labora-

tory a time of 11 minutes had been found for the residue of the respondent's portion. The tablets were damp, soft and adhering to one another. They had been in stock at the wholesaler's for almost a year; the original pack had been opened in the pharmacy, the pack being subsequently opened by the inspector and the analyst.

No time-limit for storage or packaging requirements was specified by the British Pharmaceutical Codex. Perhaps such tablets should be dispensed in the original pack and perhaps the inspector could test the tablets as soon as the pack was opened—"all that was required was a glass of water at 20°C.", the manufacturer's representative said.

The Committee found that although the tablets did not conform with BPC requirements (they were also deficient in excipient) and should not have been labelled BPC the respondent had no reason to suppose when supplying that they did not fill the requirements. No action was taken.

#### Decimals leaflet revised

The Decimal Currency Board has revised its booklet "Three years to go" which gave a general outline of facts to prepare the way for decimali-

The principal changes in the booklet, now renamed "Facts and Forecasts," are the inclusion of the whole new penny

conversion table for use in banking or accounting, the final form of which had not been decided when the original booklet was published, and details of the functions of the four groups into which the Board is divided.

Copies are available from HM Stationery Office, 1s.

#### Move to control labelling

Additives, colourings and preservatives would have to be declared on labels on foods and total preparations if a Bill brought in by Mrs Joyce Butler and others is passed. Under it powers would be given to the Minister of Agriculture, Fisheries and Food and the Secretary of State for social services to make orders requiring specific information to be given on labels of controlled products. An additive is defined as "any added colouring matter, flavouring or preservative or any chemical substance added . . . for the purpose of any process employed in its manufacture or preparation."

"Toilet preparation" includes any soap, product intended for use in the cleaning of teeth, deodorant or cosmetic (not being an article or substance used only as a drug) intended for application to the skin, hair or nails of a person in the from of liquid, powder, cream or ointment.

There are provisions in the Bill dealing with enforcement, test purchases and sampling, Protection from

Stationery Office, price 2s.)

warranty defences and penal-

ties. (Labelling of Food and

Toilet Preparations Bill, HM

### inflammable liquids

Protection of workers factories from the dangers of highly inflammable liquids is proposed in draft regulations published by the Department of Employment and Productivity.

The draft Statutory Instrument, Highly Flammable Liquid regulations, (HMSO, price 1s 3d) also proposes regulations for fire prevention in factories, and other places to which the Factories Act 1961 applies, in which liquids having a flash-point of less than 90°F are pre-

Regulations are drafted for storage, marking of storerooms and vessels, spills and leaks. sources of ignition, prevention or dispersal of concentrations of flammable vapours, explosion reliefs, means of escape from fire, removal of solid residues and waste disposal.

Suggestions may be made to the Permanent Under Secretary of State, Department of Employment and Productivity, Baynards House, 1 Chepstow Place, Westbourne Grove, London, W 2 before August 2.

### US report

Distribution of a live virus German measles (rubella) vaccine by Merck Sharp & Dohme has commenced in America. By August the makers plan to distribute 2,000,000 doses.

The one-dose vaccine has been licensed by the Federal Government for marketing, following tests during which more than 18,000 children and adults received the vaccine.

GOLF: South London and Surrey Pharmacists' Golfing Society. Results Pharmacists' Golfing Society. Results of meeting at Tandridge Golf Club on June 25: Captain's prize and Swindells Memorial trophy, 1, W. E. Foster, Woodcote Park, (15), 43 points; 2, H. A. Coward, Laleham (17), 40 points; 3, D. T. Williams, Royal Blackheath, (18), 39 points. Seventeen and under handicap prize, P. Fernandez. Shirley Park, (12), 34 points. Eighteen and over handicap prize, R. L. Raegett. Farnham (20). prize, R. L. Raggett, Farnham, (20), 35 points. Special prize, M. Lewis, Shirley Park, (9), 33 points. Best score on first nine holes, H. V. Powell, Woodcote Park, (captain) (18), 18 points; on second nine, H. Brown, Wildnerness (12), 18 points.



The Council of the Pharmaceutical Society were guests of the Wellcome Foundation Ltd at the Wellcome Museum of Medical Science and the museum and library of the Wellcome Institute of the History of Medicine. In the picture taken in the Institute's Osler suite are: A. Aldington (immediate past-president) and A. Howells (president), Dr Fred Wrigley (a deputy chairman of the Foundation), D. F. Lewis (secretary of the Society), Dr A. J. Duggan (director of the Wellcome Museum of Medical Science) and Messrs W. M. Darling (vice-president of the and J. Barber-Lomax (assistant director of the Society) Institute)

# Warning about errors in prescribing

The young and inexperienced house officer takes it for granted that his prescribing errors will be detected and brought to his notice by the pharmacist, but today there can be no absolute guarantee that his prescription will not be dispensed by an even younger and less experienced technician. That warning is sounded in an unsigned article in *British Hospital Journal*.

The poor career prospects of pharmacy technicians are said to mean that many are females who leave before they are 21, only to be replaced by 16-year-old students. Without improvement of prospects to attract a proportion of male applicants, the *Journal* sees the long term prospects as far from bright.

The Sunday Telegraph has also been looking at the shortage of hospital pharmacists and warns that it may mean fewer safety checks. Nurses are said to be doing an increasing amount of dispensing. "The main cause of the dwindling numbers of hospital pharmacists is poor salaries."

### Protecting farm workers

Amendments to regulations for poisonous substances in agriculture revise provisions for protection of workers using nicotine smoke shreds, amend the definition of substances covered by the Agriculture (Poisonous Substances) Regulations 1966-67, and add demephion and demeton-s-methyl sulphone to the list of chemicals to which the regulations apply.

Rubber gloves are the only protective clothing which must be worn by workers opening a container of smoke shreds containing not more than 40 per cent by weight of nicotine or transferring the contents from one container to another.

If the nicotine is in other forms both rubber gloves and a face-shield must be worn.

Workers entering a greenhouse within a specified time after smoke shreds have been used must wear protective clothing similar to that worn when an aerosol dispenser or a smoke generator has been used: overall, hood, rubber gloves and respirator.

PVC pellets containing not more than 20 per cent by weight

of dichlorvos are exempted from the Regulations and the exemption for aerosols containing not more than 0.4 per cent by weight of dichlorvos has been changed to those containing not more than 0.5 per cent.

Demephion and demeton-smethyl sulphone are included in Part III of the list of chemicals scheduled in the 1966-67 Regulations. Farmers and growers must ensure their workers take precautions when using the chemicals, including wearing protective clothing. No worker under the age of 18 is allowed to use the chemicals.

### Safe use of poisonous chemicals

The Ministry of Agriculture has issued more recommendations for safe use in Britain. They include:—

Herbicides, for agricultural and horticultural use: diquat, metoxuron, di-allate, EPTC, chlorbromuron, tri-allate, 2-azido - 4 - isopropylamino - 6 - methylthio-1,3,5-triazine.

Insecticides, agriculture and horticulture: Bacillus thuringiensis, O-ethyl S-phenyl ethylphosphonothiolothionate, dimethyl S-phthalimidomethyl phosphorothiolothionate, parathion, demephion; home kitchen and larder use: diazinon; home garden: Bacillus thuringiensis (Berliner); food storage: bromophos, fenitrothion, diazinon.

Veterinary use: amprolium/ ethopabate, cyfac-5 and cyfac-25, gamma-BHC, gamma-BHC and malathion, pyrethrum and bucarpolate, coumaphos, nitroxynil eglumine, trichlorphon, 4nitrophenylarsonic acid, bromophos, dichlorvos PVC pellets, 'nonaw' / 'curb,' nicotine sulphate, Permaguard, crotoxyphos.

Recommendations have also been issued for: alpha-chlora-lose (rodenticide), carbaryl wasp bait, copper sulphate (agriculture and horticulture), methiocarb (molluscicide), propineb (fungicide), phenylmercury acetate (turf fungicide), chloropicrin (soil fumigant).

### More potent insecticides tested

More potent insecticides in the series of synthetic pyrethroids based on chrysanthemic acid have been evaluated at the Agricultural Research Council's pest infestation laboratory.

The laboratory's report for 1968 (HMSO, 8s) shows that 5 - benzyl - 3 - furylmethyl (+) traus chrysanthemate (NRDC 107) was 3.6 times as toxic against S. grauarius as pyre-

# The new CHEMIST & DRUGGIST

Welcome to the new CHEMIST AND DRUGGIST. The presentation has been altered to give a clearer and a more vivid newsweekly. The content maintains its highly professional standard and continues the valuable and historic involvement of the CHEMIST AND DRUGGIST in the industry as a whole.

The journal is now in its 111th year and the Editor and staff confidently believe that the new design makes the CHEMIST AND DRUGGIST an even more satisfactory and effective publication for both reader and advertiser.

Director, Chemist and Druggist

thrins. Synergised with 100 parts of piperonyl butoxide the ester was 13.4 more active than when used alone.

Resistant strains of grain weevil were found less able to deal with the NRDC 107 than with pyrethrum. A Japanese pyrethroid, phthalthrin (Neopynamin), though only a thirtieth as toxic as pyrethrum, could be syncrgised by a factor of 100 when combined 1:10 with piperonyl butoxide.

#### Congress day tickets

Organisers of the International Congress of Pharmaceutical Sciences, being held in London, September 7-12, are making available day tickets for individual scientific meetings of the Congress. Tickets for the symposium covering both the Monday afternoon session and the two Tuesday sessions cost £6. Pre-prints of papers will be available at the Congress office.

For the three colloquia, on purity of drugs and analysis, electronics in hospital pharmacy and physiological incompatibilities of drugs, which last from Wednesday until Friday morning tickets are £4 cach.

morning tickets arc £4 cach. One-hundred and twenty personal communications will be read in six divisions (pharmaccutical chemistry, pharmaceutical technology, control and analysis, pharmacognosy, biopheutics and biology and pharmacology).

Applications to: Mr. E. L. Robins, International Congress of Pharmaceutical Sciences, Pharmaceutical Society of Great Britain, 13 Bloomsbury Square, London WC 1.

## Uster report



Discussing NPU products: N. A. J. Anderson MPS, left, of Portadown and A. McIlveen of NPU Marketing Ltd

More than 300 pharmacists in hospital and general practice, together with their wives and senior members of their staffs, recently attended a trade show in Belfast organised by the Belfast branch of Vestric Ltd.

They were shown a wide selection of standard drugs, packed goods, Vestric agency and photographic products on the new Nordia shopfittings.

Several manufacturers organised their own stands.

**The offices** of the Ulster Chemists' Association will be closed on July 14 and 15.

Officers of the North-east Branch of the Ulster Chemists' Association for the coming year are.—Chairman, R. G. Macauley; Secretary, J. White, 6 Waterside, Coleraine.

# NEWS IN BRIEF

- Dr David Brown, 1 Quay Haven, Swanwick Lane, Southampton, has had his authority to possess, supply and prescribe Dangerous Drugs withdrawn by the Home Secretary, for offences against the Dangerous Drug Act 1965.
- ☐ Mr D. Millington, chairman of the Pharmaceutical Society's Plymouth branch, Mr W. F. E. Eustace-Pedlar, vice-chairman, and Mr Mervyn Madge, member of Council, recently called on the lord mayor of Plymouth, Alderman G. Creber.
- Proceedings of a symposium on "Human relations in general practice" have been published by the Office of Health Economics (price 7s 6d).
- Doctors attending the British Medical Association's annual meeting last week agreed that the B.M.A. should press for amphetamines to be included in the Dangerous Drugs schedule. Also approved was a motion calling for a register of amphetamine patients.
- Alderman Neil Westbrook, Lord Mayor of Manchester, greeted by Mr W. R. Bowden of Horlicks Ltd at the company's



stand during the official opening of Manchester's jubilce exhibition at Ringway Airport, which commemorates the first Transatlantic flight by the Manchester men Alcock and Brown. Horlicks tablets were part of the flyers' rations.

☐ A van belonging to Helena Rubinstein Ltd containing £2,000 worth of stock was stolen from outside the pharmacy of Mr S. Eden, 67 Cricklewood Broadway, London NW 2, on July 8. The van was later recovered in Hampstead but not before the thieves had had time to remove the stock.

### NIS statistics

Statistics for England for the first quarter of this year: Prescriptions, 64,568,122 (41,943,780 forms); costs, £3,576,840 9s 6d, average prescription cost, 11s 8d.

Prescription forms submitted in Glasgow for the year ending in March totalled 3,978,554, a decrease of 8.7 per cent on the previous year, which is attributed to the reintroduction of prescription charges.

# The Arayser column

# The price of independence

It is never pleasant to be faced with the demand for more money, whether it be a matter of income tax, selective employment tax, purchase tax, transport fares, postal rates, telephone charges, or merely the day-to-day cost of keeping body and soul together. No one is immune from the effects of such increases and, after a period of huffing and puffing and threats of Pharmaceutical Society insolvency, we have now been given the information which has been expected for some time. The treasurer (Mr H. Steinman) gently reminded his audience at the annual meeting that an increase in fees could not be avoided for much longer, and I thought the audience received the news with commendable stoicism.

The full extent of the increase was not mentioned at the time, but one must suppose that there are many factors to be taken into account before a figure can be fixed

One must assume that the income from the premises and retention fees is sufficient to meet estimated expenditure. I have expressed doubt on several occasions in regard to the premises fee which, if memory serves, was introduced solely for administrative purposes in connection with registration and inspection. It was not intended that it should ever be regarded as income. We have not been informed whether the suggested premises fee is still regarded as it was in the beginning.

If it is, I have no objection to the increase, but if it is not to be applied solely for that purpose I would rather have seen the increase added to the personal fee, more particularly as the Secretary of State for Social Service will be responsible for the fixing of the premises fee two years from the imposition of the new rates. The addition to the personal fee would probably be only in the region of ten shillings—not a high price for professional independence.

Silence in the face of provocation

During the debate of National Health Service costs (p. 1), Dr J. Dunwoody remarked that pharmacists should put the cost of tablets or medicine on the bottle so that the community had a much clearer idea of how much products cost. I sympathise with Dr Dunwoody to the extent that the reintroduction of prescription charges had deluded some into thinking that the half-crown is paying for the medicine. But I cannot think that the speaker intended his observation to be taken seriously. The fact is that correct treatment bears no relation to cost, as I am sure Dr Dunwoody is well aware.

A simple course of inexpensive tablets is all that is necessary on occasion, and one can well imagine the outlook of the patient being coloured by the price on the bottle. It needs little imagination to visualise the scene when an irate customer finds that the second prescription is priced at 3s 6d, compared with that of the previous week which amounted to 53s 6d. Or to conjure up the picture of two patients of rival doctors comparing notes as to the value of their relative treatments. Though tempted on occasion to reveal verbally what Dr Dunwoody would like to see in writing, I have managed to keep silent in face of provocation.

Fair deal in drugs

In the report of the Beecham Group, the chairman (Sir Ronald Edwards) referred to "the particular danger for Beecham interests in various Government measures and policies." The pharmaceutical division's profits were lower following further reductions in the UK prices of prescription medicines made as a result of negotiations with the Government. It was also announced that Beecham were renewing their £20,000 a year contribution to the Conservative Party. That is natural, since that party is in opposition to the Government.

But what will be the position if the Conservative Party is returned to power? Might not the continuance of the contribution be open to misconstruction?

# COMPANY NEWS

# S.E.T. bill will cost Sangers another £30,000

"The most unfair and punitive Selective Employment Tax will next year cost us £130,000 being a further increase of £30,000" says Mr L. A. Renshell (chairman, Sangers Ltd) in his report accompanying the accounts for the year ended February 28.

Sales for the three months to the end of May show an increase and the chairman hopes that, provided no more Government restrictions are imposed, results for the current year will show further improvement. Mr Renshell discloses that the company's large Euston Road premises (only a small part of which has been in use since December 1966), have been sold for £867,000 and completion of the contract is due for July 16. Other head office premises are being sought in the locality and two more warehouses in undisclosed localities are expected to be opened during the current year.

Group net profit before tax for year under review rose by £100,911 to £637,379 after charging £100,000 (against £75,000) for SET. To date £40,000 has been set aside also for conversion of office equipment for decimalisation. Sales rose by £2.31m. to £20.54m. The dividend is increased to 8 per cent (7 per cent).

### Stanley Weston's profit margins fall

The retail subsidiaries of the Stanley Weston Group Ltd suffered a reduction in their profit margins states the group chairman, Mr Ralph Weston, in his report to shareholders for the 14 months ended February 28. Like other retail pharmacy chains, he says, they were affected by increases in purchase tax, the introduction of prescription charges resulting in a decrease in numbers of prescriptions dispensed and the correspondingly higher prescription costs, higher interest charges, increases in national health contributions and "that most insidious and unfair" S.E.T., the latter to cost now £100,000 in a full year.

Gross profit for the period ended February 28 was £404,652 (£181,686 for year ended December 31, 1967) of which the retail chemists division accounted for 91 per cent (73 per cent). The latest figures include the profits for varying periods from the three main acquisitions—Philadelphus Jeyes, Arnold M. Gee and Hodders and therefore no comparisons are possible. Profit, after tax, was £227,230 (£103,749). The wholesaler subsidiary L. C.

Whittaker has in two years quadrupled its throughput at its Handsworth warehouse. A final dividend of 10 per cent is recommended making a 25 per cent total (20.7 per cent).

Since the beginning of March eonsiderable integration and rationalisation of the enlarged retail chemists division have taken place. Closing of small uneconomic branches, modernising, enlarging and resiting of others continues, and seven new branches have been acquired in the West Country to strengthen the Hodders Group.

#### Creditors told of £6,000 deficiency

Slark (Chemists) Ltd, Ludgate Hill, London, EC 4: An estimated deficiency of £6,198 was shown in the statement of affairs of the company at a meeting of creditors on July 1. Unsecured liabilities totalled £11,171, of which £9,785 was owing to trade and expense creditors and £1,386 to loan creditors.

After provision of £500 to preferential ereditors, the net assets were put down at £4,973. The voluntary winding-up of the company was confirmed by creditors with Mr R. P. Booth, FCA, of Booth, White & Co. 1 Wardrobe Place, Carter Lane, London EC 4, as liquidator.

Bydand Distillers & Chemicals Ltd's sales by their medical division rose to £774,721 in the year ended March 31 (from £533,732) but the profit fell to £59,092 (£75,722), partly due to non-recurring costs of reorganisation and partly to development of new products from which benefit is expected later in the current year states Mr P. L. Eynon (chairman) in his annual report. The company has acquired R. B. Turner Ltd (medical glassware makers) for £30,000 and two United States companies, Empire State Thermometer Co. Inc and East Rutherford Syringes Inc at a cost of £520,000. It is proposed to change the holding company's name to Bydand Ltd.

Rimmel Ltd, made a profit before tax of £406,735 for the year ended March 31. Against (£261,011 in the previous year). Profit after tax was £221,548 (£144,075) from sales of £2,001,715 (£1,530,448). Sales by overseas agents were £542,792 and by overseas subsidiaries, £69,588 while royalties from overseas totalled £51,923. The directors recommend payment of a final dividend of  $7\frac{1}{2}$  per cent, making 12 pcr cent for the year.

Laporte Industries (Holdings) Ltd. expect to grow steadily over the next two years or so. According to the directors the company has entered a phase of substantially increased capital investment in new processes and plant, and while there will be higher interest charges and other costs in the non-productive period of construction, thereafter benefits can be reaped. For the accounts sec C&D, July 5, p. 6.

Roger & Gallet, Paris, have formed a British company — Roger & Gallet Ltd, Hambledon House, 17b Curzon Street, London W 1 (telephone: 01-493 7435). The general manager is Mr R. A. Llewellyn, who has been in perfumery 22 years.

# Appointments

CIBA United Kingdom Ltd have appointed Mr A. A. S. Rae to the board.

BDH Chemicals Ltd have appointed Mr J. C. Conacher marketing manager for their laboratory products in the U.K.

Mr John Billinghurst has been appointed head of the chemical development laboratories with Burroughs Wellcome & Co. Ltd., Dartford. Before taking up his new post Mr Billinghurst was a senior organic research chemist at the company's chemical research laboratory at Beckenham. Mr Billinghurst has an honours degree in chemistry and is a Fellow of the Royal Institute of Chemistry.

White Laboratories Ltd, have appointed Mr David Price to be their promotional



services manager with responsibilities covering advertising, sales promotion and new products.

Miles Laboratories Ltd, have made the following appointments: Mr John Jamison, MA becomes a senior brand manager; Mr D. Whitehead, MA becomes product development manager, concerned with acquisitions and diversification projects and Mr J. McCall, assistant to the senior brand manager.

# Business briefly

Lewis the Chemists have discontinued the trading title of F. G. Curtis & Son for their 94 Sandgate Road, Folkestone, Kent, branch bringing it into line with their Deal pharmacy.

Mardon Packaging International announce a £200,000 building programme for their Midsomer Norton, Somerset, headquarters factory of its new subsidiary, Mardon Flexible Packaging, who on July 1 took over the functions of Mardon Packaging's original flexible packaging company, Runprint, and the three former Wiggins Teape companies, Wiggins Teape Converters, Wiggins Teape (Nelson) and Aston and Full.

## WESTMINSTER REPORT

C & D Parliamentary Correspondent

#### Rural dispensing: Minister pledges 'sympathy'

In MR TIM FORTESCUE'S adjournment debate on rural dispensing, MR JULIAN SNOW (Parliamentary Secretary, Department of Social Services) on July 7 gave an undertaking that Mr Crossman was "prepared to consider sympathetically any alternative proposals offering the chance of a genuine agreement."

"I hope that these two professions, which have common interests, can formulate or reformulate proposals with a prospect of some general acceptance," he said.

MR C. CHATAWAY had asked what steps Mr Crossman was taking to ensure that patients in rural areas might have their prescriptions dispensed by pharmacists.

MR CROSSMAN: A patient who would have difficulty in getting to a pharmacy is in certain circumstances entitled to ask his doctor to supply him with medicines; but he remains free if he wishes to obtain them from a chemist in the normal way.

Ninety-five MP's have now signed Mr Fortescue's Parliamentary motion on rural dispensing, including Sir John Langford-Holt and Mr Albert Murray.

Raising the adjournment debate Mr Fortescue said the dispensing of prescriptions by doctors in rural areas was causing a sense of injustice "burning deep into the minds of 20,000 pharmacists."

The National Health Service Act, 1945, provided that medicines should, with certain exceptions, be dispensed only by a registered pharmacist or authorised seller

One exception provided that doctors might dispense medicines if patients were living more than one mile from a pharmacist or where communications with a pharmacist were difficult.

#### **Examples of malpractice**

Those provisions had been amended by subsequent legislation, but he had received letters giving examples of malpractices by doctors.

"In theory," he said, "if a patient were to die because of a drug wrongly dispensed or inadequately labelled by the doctor, it would be that same doctor who would sign the death certificate."

The argument in favour of allowing rural doctors to continue to dispense was that the income and pensions of those doctors would otherwise be reduced.

"But where is the justice of increasing the income of rural doctors and reducing the income of rural pharmacists?" "The one-mile rule is being cynically abused by rural doctors," said Mr. Fortescue. "It was never intended to enable a doctor to dispense medicine for a patient living more than one mile from a pharmacist when that patient lives the same distance from a doctor." Pharmacists were most anxious to open negotiations.

#### 'Serious difficulty'

Mr Snow said that, under the arrangement, any patient who lived in a rural area and over a mile from a chemist's shop might ask a doctor to supply him with medicines. So too might patients who could show they had serious difficulty in obtaining medicines from a chemist. In certain eircumstances the doctor might be required to dispense for such patients.

"There have been suggestions that existing arrangements are not being properly earried out. If there is evidence of this, in writing, I will have it investigated."

It had been claimed that doctors had been taking patients away from rural pharmacists, but over the past few years there had been no increases in the number of dispensing doctors. The contrary impression had arisen from the numbers of prescriptions issued by dispensing doctors.

He then gave the undertaking of sympathetic consideration by Mr Crossman.



Tim Fortescue MP-he initiated debate

#### Scottish Green Paper comments

The Pharmaceutical General Council of Scotland, the Scottish department of the Pharmaceutical Society of Great Britain, the Consumer Council and the Scottish council of the British Medical Association were among the 128 organisations that submitted written comments on the Green Paper Administrative Reorganisation of the Scottish Health Services, said MR W. Ross (Secretary of State for Scotland).

#### Anxiety about cyclamates

MR J. Hoy (Parliamentary Secretary) said on July 2, in reply to MR J. HALL, that the Minister of Agriculture could see no justifleation for new labelling regulations for food and drinks artificially sweetened with cyclamates.

Consumption in the US, where the precise amount of cyclamate must be stated on the label, was much higher.

MR P. JACKSON said in five years perhaps the cyclamates intake in Britain would be comparable to that of the US.

The Government was not complacent, Mr Hoy said. The Food Additives and Contaminants Committee had made recommendations and the Government would review the situation again.

#### Mandatory pesticides control?

In a written answer to Mr Jackson, Mr Hoy said the voluntary scheme for pesticides control of dieldrin was working satisfactorily. The Minister of Agriculture, Fisheries and Food was, however, considering legislative proposals to make the scheme mandatory, Mr Hoy said.

In a written answer to MRS J. BUTLER, the Minister said discussions on classification and marking of pesticides were taking place under the Council of Europe and he did not wish to prejudice these by taking unilateral action now. She had asked if the Minister would include provision for a warning mark on packs of dangerous chemicals, in regulations under consideration in implementation of the Farm and Garden Chemicals Act.

#### Claim of unauthorised contraceptives

At some clinics the Family Planning Association issued a second six month's supply of oral contraceptives without the woman being examined by a doctor, MR T. FORTESCUE said on July 7. Could qualified medical supervision be assured?

MR RICHARD CROSSMAN (Secretary of State for Social Services) said he did not believe oral contraceptives were issued other than under strict medical directive. He was aware that from time to time they were issued by non-medical officials, but gathered that was mainly because some women could not afford to pay for them all at one go and came back for some afterwards. He invited Mr Fortescue to submit evidence.

#### Bridging the mini-skirt stocking gap

MR J. SNOW (Under Secretary, Health and Social Security) was not aware of complaints about the length of elastic stockings. The size of elastic hosiery was governed by medical needs and the patient's measurements.

MR H. MARTEN had asked whether longer National Health Service elastic stockings could be available for mini-skirt wearers.

#### Request for Royal Commission

On July 17 MR W. Hamilton will ask the Prime Minister if he will recommend a Royal Commission into the drugs industry.

#### NHS increases begin next month

The 25 per cent increase in charges for National Health teeth and spectacles will begin on August 11, Mr. D. Ennals (Minister of State, Health and Social Security) said on July 7. The charges will bring in an extra £3,500,000 a year.

# COMMENTGOMMENTGOMMENTGOMMENT

#### Showing where the blame lies

The Retail Alliance campaign against selective employment tax—in particular its effect on the small, specialist business—is away to a good start. Press and broadcast coverage of the protest letter delivered to the Prime Minister (p. 21) has been extensive and the main elements of the case have been faithfully reported. The tenor of comment has also seemed favourable—though the *Times* warns retailers that "there is nothing to do but to wait for Professor Reddaway's report" into the effect of the tax.

The next moves are with retailers themselves. Public opinion has been primed and those able to influence Government and Opposition are therefore likely to prove sensitive to a well argued case. The case is a good one, because both of the Government's principal excuses for the tax are easily countered.

The first, that the service industries were escaping indirect taxation before S.E.T., has no relevance to the retail trade, which has to finance the whole of the purchase-tax system. The second intention was to encourage movement of labour from the service to the manufacturing industries. But there is no scope for reducing staff in a shop with three or four employees. Increased costs must therefore be accepted. Retail pharmacy is particularly vulnerable, because it depends so much on goods with maintained or recommended prices and therefore cannot readily pass the tax on to the consumer.

The plain fact is that the Government has discovered a cheap and easy way of raising revenue—one that puts the onus of increasing prices on to the retailer. The aim must now be to show the customer where the blame really lies, and to ensure that Opposition parties, should they come to power, do more than merely pay lip service to the pledge to end the tax.

#### Pharmacist in the 'safety' sandwich

In March, the British licensees of the Canadian Palm 'n Turn "child-resistant" tablet and capsule container held a Press conference to report on tests carried out at a London Borough of Hammersmith day-nursery. More recently, the borough itself disclosed the findings of an extension to

those tests, and others on the safety effect of cap-tightening on metal-capped glass tablet bottles (see p. 21).

Although the national Press response has been hardly overwhelming, probably there are pharmacists who have received inquiries for the containers — perhaps even demands for their use in dispensing, because the prime aims of the manufacturer (Anodex Ltd), as declared to the Press, are to encourage use by pharmacists in dispensing and by pharmaceutical companies in packaging. But because of production difficulties, the Palm 'n Turn is not yet available, and will not be for at least another month.

The anticipated early price structure makes the Palm 'n Turn about twice as expensive as a non-"safety" plastic container such as the Holpot.

#### More than the allowance

Even the smallest size (15 cc) will cost the retailer 2½d against the recently won container allowance of twopence (which reflects the much higher cost of medicine bottles). A glass bottle and cap would cost about 1½d. The makers claim to be in close touch with the Department of Health, and Mr Crossman said in a Commons reply on March 31 that he was "obtaining further information about such containers and about the use of safety containers in other countries before coming to a decision." Is the pharmacist being caught in the sandwich between a manufacturer's public relations campaign and economic sacrifice?

Every year, more than 13,000 children are treated for poisoning by medicines and in 1967 21 children under five died from poisoning. No one can be complacent in the face of such statistics and the pharmacist has a special responsibility because he is often the last professional person to handle the medicine before it reaches the mother. The most important advice continues to be to keep medicines out of the reach of children, locked away; only then comes the safety container which has the advantage of delaying a child's actions when the mother's attention is distracted.

The tests have shown that even without a special container, much can be achieved simply by screwing down the bottle cap reasonably tightly. Those are points the pharmacist should make it his duty to pass on to every mother.

### **MEDICAL PRESS**

## Chlormadinone criticised again

A second British trial of the low dose progestogen oral contraceptive chlormadinone acetate has revealed a high method failure rate with the drug. Following the failure rate of 6.5 per 100 women-years reported by the Council for the Investigation of Fertility Control (the rate is above that for the IUD and comparable with that for condom or cap used with spermicide),

a team from Charing Cross Hospital Medical School give a rate of 5.2.

Their findings are based on 2,080 cycles completed in 260 women. Some of the earlier reports have been criticised on the grounds that the tablets (which must be taken every day) were dispensed in bottles. But in the present trial blister packs indicating days of the week were used for all but the initial period. In addition to the high failure rate there was irregular bleeding in many patients.

The authors' conclusion is that chlormadinone may have a place in contraceptive practice for lactating women who wish to use an oral contraceptive, or for those who are spacing their families, not minding further pregnancies. (Lancet, July 5.)

#### Dicophane—an enzyme inducer

A Medical Research Council group has used oral dicophane successfully to reduce the plasma bilirubin of a boy with a rare type of jaundice. The compound was tried because it is known to be a powerful inducer of enzyme synthesis in animals. Phenobarbitone is used for the purpose but an alternative was sought because of the associated sleepiness and depression. In rats, the authors found dicophane to increase hepatic glucuronyl-transferase.

Like phenobarbitone, it also induced cytochrome P.450, a microsomal enzyme concerned in the detoxification of drugs. The paper warns doctors that patients on such enzyme inducers will metabolise drugs abnormally rapidly. (*Lancet*, July 5.)

### PROFESSIONAL NEWS

Pharmaceutical Society of Great Britain

#### What should be done about 2.5-ml doses?

The Council of the Pharmaceutical Society of Great Britain, at its meeting on July 1 decided that the Practice Committee should consider the dispensing of part doses for infants following the introduction of the standard 5-ml dose volume.

The view that it should not be necessary in some cases for a pharmacist to dilute a 2.5-ml dose for an infant to 5 ml was reported to have been expressed by the medical profession's representatives at a meeting of the Joint Formulary Committee. The suggestion was that pharmacists should be permitted to recognise "do not dilute" instructions in this particular case and to label the preparation "half a 5-ml spoonful to be taken . . . . " The arrangement would apply only to 2.5-ml doses.

The first one-year course leading to the examination for overseas pharmacists who wished to register in Britain would be held, it was reported, at the School of Pharmacy, Sunderland, commencing in the

coming autumn.

A total of 108 graduates had volunteered to sit the experimental examination in the law and practice of pharmacy for future reciprocity arrangements. The examination would take place in Birmingham, Glasgow and Manchester during July.

#### **Publications** report

Mr E. A. Brocklehurst (chairman, Publications Committee) reported that the Committee had considered a motion, carricd at the annual meeting of the Agricultural and Veterinary Pharmacy Group, that, in future veterinary practice subcommittee elections, photographs of candidates should be published in the Society's journal when the voting papers were sent out. It was recommended advising the Group that that was not practicable, but suggesting that the Group should consider sending photographs of candidates to its members with voting papers.

It was decided to discontinue publishing the pocket card giving information about Council committees, forthcoming events, etc., that had been distributed to branch secretaries, Council members, etc.,

for a number of years.

The minutes of the meeting of the Organisation Committee were presented by Mr A. Aldington (chairman). It was noted that, under Rule 11 of the Rules of Procedure, the chairman or some other speaker nominated by the Council was obliged to "state any view of the Council or give any information in the Council's possession which the Council may consider will assist the meeting in discussing the motion . . ." as soon as the motion had been moved and seconded. It was felt that that was not necessarily the best method of dealing with all the motions,

and it was recommended that Rule 11 should be amended as follows:-

'After a motion from a branch has been moved and seconded, the Chairman or other speaker nominated by the Council may, at some stage in the discussion, state any views of the Council or give any information in the Council's possession which the Council may consider will assist the meeting in discussing the motion. The meeting will at an appropriate time be asked whether any branch wishes to submit an amendment."

#### Counter prescribing

The Secretary reported on the special general meeting held on June 4 (see C&D, June 14, p. 527) concerning counter prescribing under the Medicines Act. Council agreed that the matter should be dealt with along with other matters arising from the Medicines Act.

The Education Committee had re-elected Professor Beckett its chairman and he reported the recommendation that Dr C. C. Tao should be designated a fellow

of the Society.

A group secretary had inquired whether, owing to the acute shortage of hospital pharmacists, a postgraduate student undergoing practical training might be supervised by a consultant physician during the absence of the sole supervising pharmacist for annual leave. The Committee recommended informing the group secretary that recognition would not be forthcoming for any period of postgraduate practical training not carried out under the supervision of a pharmacist.

The Education Committee minutes revealed that, during discussions between representatives of the National Pharmaceutical Union and the Committee little divergence had been found between the policies of the two bodics on education and recruitment.

#### Rural dispensing

The minutes also noted that the president had written personally to nearly 600 MPs recommending to them the Parliamentary motion which called upon the Secretary of State to reconsider his decision not to

amend the dispensing rules.

Progress in the preparation of a supplement to the British Veterinary Codex was reported. Work was being initiated on frusemide, phosalone and triamcinolone acetonide and further information would be prepared for addition to the B.Vet.C. monographs on atropine, chlorpromazine hydrochloride, cloxacillin sodium and phenylbutazone. A proposed monograph methylamphetamine hydrochloride would not be proceeded with.

Various preparations for oral administration, including suspensions, solutions and oral pastes would be included in the Supplement, together with dispersible powders suitable for the preparation of oral suspensions.

Oxygen fees taken with reluctance

The Central NHS (Chemist Contractors) Committee have all accepted "with extreme reluctance" a Department of Health offer on payment for oxygen services. Arrangements are being made to obtain information on which to base a further claim.

Revised basic price for the loan of a lightweight (single unit) set with two plastic masks and stand for cylinder is 30s for the first month or part of a month 20s for the second month or part of a month and 10s per month for each subsequent month or part of a month.

Price of masks and gas and the discount and on cost remain as before.

Professional fee for a lightweight (single unit) set is 20s per set, for a mask supplied against a separate prescription 6d per prescription and for oxygen 7s 6d for a cylinder.

Additional fee for "urgent" prescriptions (not delivered) is 6s 9d if dispensed between closing time and midnight and between 9 a.m. and midnight on Sundays and Public Holidays; 13s 6d if between midnight and opening time or 9 a.m. on Sundays and Public Holidays.

The special allowance is raised to 1:75d per prescription; allowance for containers

remains the same.

Allowances for delivery are as follows (first figure is for journeys up to and including five miles each way, second for journeys over five miles each way) .delivery of set and cylinders or of replacement set 8s 6d; 25s; of cylinders not with a set 8s 6d; 25s; collection of set and cylinders at end of treatment 8s 6d; 25s; additional allowances for delivery of supplies against "urgent" prescriptions, (a) after normal closing hours and before midnight 12s, 12s; (b) after midnight and before 8 a.m. 24s, 24s.

#### Paid secretary named

From August 11 the Guild of Public Pharmacists will have the services of a paid assistant general secretary. The Guild's council confirmed the appointment at its meeting in London on July 5.

The new secretary would work at Premier House and it was recommended that in future all Guild correspondence should be addressed to Premier House, 150 Southampton Row, London WC 1.

Several changes were made at the same time in the honorary officers. Mr W. Mott becomes general secretary, retaining his responsibilities as salaries secretary.

Miss Joan Greenleaf and Mr J. G. Roberts have been appointed assistant secretaries; the former to help in general administrative duties and the latter in respect of salaries. Miss Greenleaf was also appointed registrar. Other officers were re-appointed for a further year.

It was agreed to invite Dr W. R. L. Brown (chief pharmacist, St. Bartholomew's Hospital) to join council as a co-

opted member.

Rejection of the claim by the staff side, Pharmaceutical Whitley Council, for increases in Group and Teaching Allowances, parallel to those in the salary

scales for hospital pharmacists over the past four years was reported. The staff side had decided not to claim for long-service awards at present, considering the institution of realistic salary scales of prior importance.

The Department of Health had agreed that recipients of the Dispensing Technicians' certificate of the City and Guilds of London Institute should be accepted for grading as pharmacy technician I under the terms of PTB Circular 228.

Following correspondence with the director of the Kings Fund College of Hospital Management it was agreed that the Guild should continue to press the Department of Health to make top management courses available for hospital pharmacists.

It was reported that a study tour had been arranged by the American Society of Hospital Pharmacists to take place in London, October 6-10. British hospital pharmacists had been invited to attend the seminars, at which papers would be read by American and British hospital pharmacists.

#### Call for metric measure

The Central N.H.S. (Chemist Contractors) Committee is to hold further talks with the Pharmaceutical Society on the need for a graduated-dose measure as an alternative to the 5-ml spoon. Later an approach would be made to the Department of Health.

At the meeting of the Committee in London on July 5 members said their experience pointed to the need for a measure ranging from 2.5 to 60 ml. Doctors had increasingly been objecting [see also p. 28] to the dilution of prescribed 2.5-ml doses for infants and to the giving of 5-ml doses where a smaller quantity would have sufficed. Adult patients found it inconvenient to take six or more 5-ml spoonfuls of paraffin emulsion and similar large-dose items.

The secretary (Mr J. Wright) reported the opinion received from counsel on the new Glouceser health centre at Rikenel. The Committee had been asked to obtain advice on whether the centre constituted a new centre within the meaning of the Health Service and Public Healh Act, 1968. If it did, then the city council would be unable, as hitherto, to employ a pharmacist at the health centre. Local pharmacists, worried that services at the centre might be extended, had protested (see C&D, February 1, p. 92, March 1, p. 182 and April 12, p. 317) that the pharmacy at the old centre had contributed to the closure of some city pharma-

The Department of Health had agreed to consider on their merits individual cases of chemists in "one" or "two" chemist areas who were obliged to stay open for a full hour's rota service because of the number of prescriptions presented for dispensing. The Department felt it could not amend nationally the hours-of-service scheme, under which such chemists are authorised to receive payment only for a half hour rota session.

# PEOPLE

Lionel Donnithorne, MPS (manager, buying division, Wellcome Foundation Ltd), has retired after more than 38 years with the Foundation. Mr Donnithorne was also chief purchasing officer for the British Insulin manufacturers, the duties of which took him to 48 countries, regular visits being paid to South and North America.

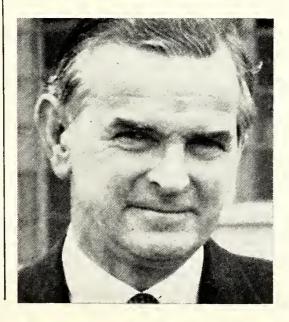
Succeeding Mr Donnithorne in heading the company's buying division is **Bryn Bryett-Cole**, BPharm, who graduated in 1949 from the Chelsea College. Mr



Bryn Bryett-Cole (left) and his predecessor Lionel Donnithorne. With them is the largest pancreas gland ever purchased by Burroughs & Wellcome

Bryett-Cole joined Burroughs Wellcome at Dartford in 1951 as a production pharmacist in the insulin production division. In 1962, after a number of other posts, he was placed in charge of a computer investigation team whose job it was to justify the purchase of the company's first computer. He was then asked to head the computer section. He later became production controller at Dartford.

Mr Gustav Ahrens, who took over as managing director of Agfa-Gevaert Ltd on



July 1, from Mr J. Bracey-Gibbon who has retired (see C&D, July 5, p1) was born in London of a German father and English mother. He read politics, philosophy and economics at Oxford and graduated with a BA.

He joined Agfa AG in Germany and in 1964 was transferred to Agfa Ltd, their British subsidiary. When Agfa merged with the Belgian photographic manufacturer Gevaert Ltd, in 1966, Mr Ahrens was appointed sales manager, amateur products, and in 1968, was appointed deputy managing director.

Dr Peter Critchley received the European Organisation for Caries Research's annual prize for the most significant contribution to research into causes and prevention of dental decay, in Stockholm on July 1. He is manager of the dental biochemistry section of Unilever Research Laboratory, London.

#### **Deaths**

Jackson: Recently Mr Mitchell Jackson MPS (see C&D July 5 p. 8). Mr Ronald Jackson states:—The late Mitchell Jackson was a generous, modest person, and one with a remarkably clear view of his chosen profession. His enthusiasm and faith in pharmacy was conveyed to me at an early age, although we were not related, and I can truly say that I owe my career to him. I know that he was equally respected by all those who knew him; his work in Leeds, and in Council when he was chairman of the Law sub-committee is well known to some, but will have affected everyone in the profession.

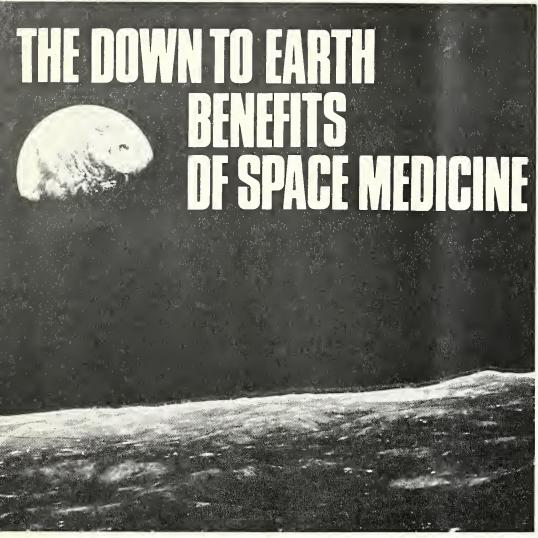
His idealism was not based on sectionalism; he was one of the most selfless men to be involved in pharmacy politics, and allowed no personal interests to deviate him from what would ultimately be best for us all. During his illness over the last six years, he made plans, and recently succeeded in establishing a pharmacy devoted to the type of practice as laid down for the Runcorn scheme. Knowing Mitchell as I did, I am sure that the plan will succeed.

To me he was a mentor, but the entire profession has sustained a loss in his passing.

Greggor: On July 2 Mr J. W. H. Greggor, MPSNI, 7 Cadogan Park, Belfast, a director of Harold Mitchell & Co. Ltd, Belfast, Northern Ireland.

Mr Greggor registered with the Pharmaceutical Society of Great Britain in 1940 and with the Pharmaceutical Society of Northern Ireland in 1948. Born in the Isle of Man, he served as a pharmacist in the Royal Army Medical Corps during the 1939-45 war and, when stationed in Rathfriland, co. Down, met his wife, Bertha. After demobilisation he worked in the Isle of Man, but returned to Northern Ireland in 1943 to join the company of which he was later made a director.

Whitton: On June 19, Mr Douglas Lindsay Whitton, MPS, 28 Bloomfield Road, Arbroath. Mr Whitton qualified in 1933.



As the world prepares for next week's moon landing, C&D — in an article compiled with the help of the National Aeronautics and Space Aministration in Washington—focuses on the variety of medical advances brought about by space technology

The cost of America's moon landing next week may be astronomical, but the need to ensure that Messrs Armstrong, Aldrin and Collins return in good shape has already provided an impressive array of benefits to medical science.

A sensor to measure the impact of micrometeorites is being used to study the effects of drugs on developing embryos ... a moon explorer vehicle has become a walking chair for crippled children ... the need for sterile rooms and equipment has led to major advances which are already widely used.

And, as the results of the deep investigations into the behaviour of the human body and its reactions to drugs are fully analysed, it is a certainty that the moon programme will repay even more of its debt.

The sensor that measures the effect of drugs on bird embryos was developed by Vernon Rogallo, an electronics engineer at the National Aeronautics and Space Administration's Ames Research Centre, near San Francisco.

He was given the task of making a sensor to count micrometeorite hits on a spacecraft and did so by devising a meter that used a piezoelectric crystal as a sensing element. The slightest impact caused the crystal to generate a small current of electricity, which could be amplified and recorded.

The instrument was so sensitive that it could measure the equivalent of one one-thousandth of the momentum of a grain of salt dropped from a height of one centimetre.

Soon after building the sensor, Rogallo overheard a conversation between two biologists in the Ames cafeteria. They were discussing the problem of how to measure the heartbeat of a chick embryo without passing electrodes through the shell into the embryo or breaking a window through the shell so that the beat could be observed.

Rogallo, after a few calculations, estimated that with a slight adaptation his device could serve the biologists' purpose very well. He invited them to bring a fertilised egg to his laboratory.

Rogallo replaced the shield-like target of his micrometeorite sensor with a small basket and placed the egg in the basket. The impact of the beating embryonic heart within the shell moved the egg sufficiently with each beat so that the embryo's ballistocardiogram was easily read.

One of NASA's technology utilisation officers stationed at the centre — their job is to distribute to industry any "fall-out" from space research—heard of the development and told the Food and Drug Administration about it.

The FDA saw exiting possibilities for

the device and before long the sensor was being used to measure the effects of various drugs on bird embryos. It may soon go on sale commercially.

Generally such benefits to biomedicine from space research do not come about by chance. NASA's Office of Technology Utilisation has an extensive programme to identify and communicate elements of space technology that seem likely to be helpful in solving medical and biological problems.

More than 240 stubborn medical problems have been identified and specified by three biomedical application teams. Several dozen potential solutions are now being studied. More than a dozen of the problems have already been solved.

One of them was satisfactorily settled through the efforts of the biomedical application team at Midwest Research Institute, in Kansas City. The medical problem was how to provide a better method for applying electrocardiograph electrodes to patients for use during vigorous exercise. Conventional metal-disc electrodes often came loose or made only intermittent contact with the skin, causing extreme variations in the records.

A search of space technology revealed that a new technique for applying electrodes had been developed at the Flight Research centre in California, for use in "instrumenting" pilots under strenuous flight conditions.

The technique consists of spraying a conductive mixture over the wire leads and the skin. A solvent in the mixture dries quickly, leaving a thin, flexible layer of conductive material holding the lead wires firmly in contact with the skin.

Arrangements were made to have the spray-on electrode technique tested and the technique has since been applied successfully for recording the heart action of children during exercise. Using the technique, a patient may ride a bicycle ergometer or run on a treadmill while electrocardiograms and cardiotachometer records are taken, without difficulty due to motion or to the electrodes coming loose.

One of the more unusual examples of the transfer of aerospace technology to the medical field is that of a switch actuated only by voluntary movement of the eyes. It was developed for NASA by an Alabama company as a potential aid to astronauts in situations where high G-forces might make them unable to move their arms or legs.

The device has light sources, mounted at each side of a pair of spectacles, and which bounce a light into a wearer's cyes and detect the difference between the reflection from the whites of the eyes and that from the darker pupil. Whenever the pupil of an eye moves across the path of the light beam, the reduced reflection activates an electric switch.

The sight switch, properly relayed, can be put to a variety of uses to assist a patient who cannot move his hands or legs. Among them: remote operation of a machine to turn the pages of a book, to switch on and off a hospital call system, room lights, a thermostat, a TV set, a radio, and so on. The sight switch has already been adapted experimentally





These spectacles help a patient to actuate a switch by movement of the eves through a light beam. They were developed from research designed to aid astronauts unable to move arms or legs because of high G-forces

Walking chair for crippled children developed from a six-legged vehicle designed for unmanned exploration of the moon surface. It can surmount obstacles, such as a kerb, that would stop an ordinary wheelchair

to a motorised wheelchair enabling a paraplegic to control the chair solely with his eyes.

In another interesting case, a space research company produced for biomedical experiments a telemetry unit designed to monitor the electrocardiograms of astronauts continually while they performed various duties.

The unit consisted of a small, batteryoperated transmitter with electrodes, to be pasted to the chest of the subject, and a portable FM receiver. Heart signals transmitted to the receiver were amplified to be read visually on a polygraph or oscil-

Now a slightly modified wireless tele-

These are the drugs — American names - the Apollo II crew are taking on their moon trip:

#### Injectables:

Marezine (for motion sickness); Demoral (for pain);

#### Oral drugs:

Darvon (for pain); Lomotil (for diarrhoea); Bayer's aspirin; Polycillin (antibiotic); Actifed (decongestant); Marezine tablets; Dexedrine (stimulant); Johnson & Johnson's first aid cream; Methylcellulose (eye drops); Neosporin (antibiotic onitment); Afrin (nasal spray); Seconal (sedative/hypnotic).

metering system is being used in a New York hospital in the intensive-care cardiac monitoring unit. The system is excellent for monitoring a heart patient, and the wireless feature permits the patient to move freely within 100 feet of the receiver while his ECG is being constantly recorded.

Another development that sprang from the need to monitor test pilots' conditions at all times was the use in hospitals of small biosensors that permit one nurse, seated at a console, to monitor the condition of many patients at the same time.

The spaceman's helmet has become a hood to help ascertain children's oxygen consumption and for treatment of those with respiratory troubles. Conventional respirometers required the patient to wear a nose clip and exhale through a mouthpiece, which too often was puffed out of place during exercise. Thus the respiromctcr readings were undependable.

A recently-constructed helmet respirometer is equipped with an air inlet, an air outlet and a neck closure. The air outlet is connected to the suction pump of an oxygen analyser. The helmet is placed over the patient's head and the neck sleeve closed.

In operation, the suction pump pulls air through the air inlet, around the patient's head, and into the analyser. There is no escape of air through the neck closure because of the suction created in the helmet, and no interference with breathing.

The space-inspired respirometer is now routinely used in clinical tests and, in addition, Wisconsin University Medical Centre is adapting the helmet for use in delivering medicated inhalants.

Another advantage from space for children is a walking chair for cripples. It was developed from a six-legged vehicle proposed by a NASA contractor for unmanned exploration of the moon. It can cross rough terrain and surmount obstacles, such as a kerb, that would stop an ordinary wheelchair.

More biomedical advances:

An instrument designed to measure air pressures on small flight models in windtunnel tests has been adapted to measure blood pressure. The sensor is so small it can pass through an artery into the heart. First used on laboratory animals, it shows great promise as a diagnostic and monitoring instrument for human heart patients.

Technology generated in developing edible plastic films that could be used to package food for astronauts on flight missions first resulted in commercially available films of that nature. Now a biomedical application team finds them a likely answer to the need for biocompatible materials that can be used to make waterproof and bacteria-proof certain cardiovascular prosthetic devices, such as aorta replacements and artificial ventricle units.

A miniature device built to measure stresses in solid rockets is about to be used by researchers seeking to discover why bones tend to become brittle as we grow older. Little data has been collected on the elasticity of bones in the living state because special instrumentation was required—and the NASA device appears to meet that need.



The equipment Apollo 11 will carry to the moon—and the precautions against contamination that will be taken when the astronauts return

As the US programme of space exploration has progressed, so has the use of photography increased with it. But what equipment and films are used? How do the astronauts go about their photography in space? What happens when the films are brought back? Will there be any differences when Apollo 11 brings back film from the lunar surface?

The photographic equipment carried aboard the Apollo 10 flight in May consisted of two modified Hasselblad 70-mm still cameras, two Maurer 16-mm cine or data acquisition cameras, and a special TV camera.

The Hasselblad cameras are electrically driven by special batteries and the film magazine, which was originally designed for 12 exposures, now holds 180 black and white exposures on thin-base film. However, as the actual number of exposures—or the length of the roll of film—that the magazine can hold depends on the thickness of the emulsion coatings, the magazine can hold only 150-160 exposures of thin-base colour film, which has more coatings of photographic emulsion.

The cameras are either handheld by the astronauts or else mounted on the spacecraft and operated automatically by an intervalometer. Most photographs are taken at 1/250 sec at f/11. The use of the same settings does not always provide the best exposed photographs, but it can provide more helpful information for photometric purposes—that is, for purposes of measuring the brightness of subjects photographed from space.

Should the astronauts want to alter the

settings, they use a Minolta light meter with a narrow (one degree) field of view to determine exposure. However, NASA technicians have—after much research—established "nominal" settings. These are ideal camera settings for photographs of either the moon or earth. The astronauts can radio back to ground control for the nominal camera settings at any instant and obtain precise recommendations.

Houston's Manned Spacecraft Centre has tried to keep the number of different films it uses to a minimum in order to make the astronauts' task easier. Normal requirements call for films made on thin Estar polyester film base. There are three reasons for this:

- ☐ The strength of Estar polyester film base allows a thinner base to be used (0.0025in instead of the 0.0052in thickness of normal triacetate base). Hence, 40ft of film can be contained in a magazine that holds only 20ft of film made with base of normal thickness.
- ☐ The dimensional stability is an important advantage.
- Under the low atmospheric pressure (pure oxygen) in the spacecraft cabin (about one-third of normal atmospheric pressure at sea level on earth) triacetate film base would give off solvents that would be unpleasant for the astronauts. Practically no solvents, however, are left in the Estar base to evaporate under such low-pressure conditions.

NASA officials also decided to rely heavily on colour film because of its ability to provide substantially more information than black-and-white. At the outset, officials had to choose between negative and reversal films. They decided on reversal films because of the better grain and resolution characteristics and because, if laboratory personnel were to know how to make prints from negative colour film exposed to subjects of unknown

colour, a sensitometric colour scale would have to be included within the frame of each exposure.

For black-and-white photography, the astronauts use mainly Kodak Panatomic X aerial film 3400 (Estar thin base), a fine-grain, high-resolution film, exposed at the equivalent of about ASA 80. In very low light, the spacemen have used Kodak 2485 high speed recording film (Estar-AH base). Said to be the most sensitive black-and-white film available it is generally exposed and processed at ASA speeds between 6,000 and 10,000.

Two infra-red-sensitive films also were used on Apollo 9: Kodak Infra-red aerographic film SO-246—a black-and-white film—and Kodak Ektachrome Infra-red aerial film (Estar thin base) SO-180.

#### **Processing precautions**

None of the films has been made exclusively for NASA. Kodak had introduced them before NASA indicated a need for them, and a wide variety of professional and industrial customers depend on them.

Houston's highly sophisticated film-processing laboratory is designed to provide the most reliable processing possible. Because even the slightest interruption during processing would damage the film, there are two auxiliary sources of electric power, each rated at between 500 and 1,000 amps.

For the processing, a sensitometric strip is attached to the end of each roll, and a new sensitometric strip is processed separately before the next roll of film so that any adjustment needed in the processing solutions can be made.

While the space film is in the processor, technicians know precisely where in the processor it is located at every instant. In fact, one technician announces each new position over a loud-speaker while others stand beside the processor, poised to take instant corrective action should any problem arise.

#### Biological contamination

Following the recommendations of a group of prominent scientists, NASA has set up special precautions in connection with lunar flights that include contact with the moon. Although the likelihood of chemical or biological contamination is remote, the astronauts and everything else in the spacecraft are to be kept in quarantine until it can be determined that they carry nothing with them that would harm life on earth.

When the spacecraft is recovered after splashdown, cameras and film will be removed directly into a mobile quarantine unit aboard the recovery ship. They will be divided, placed in sealed plastic containers and passed through a decontamination lock, containing a solution of 1,500 to 2,000 ppm of sodium hypochlorite.

At Houston, the films will be completely exposed to a fumigant-sterilant gas, ethylene oxide, for 16 hours in an autoclave chamber. To ensure that the entire film is exposed to the fumigant, the film will be interleaved with a plastic material.

The film will remain in the decontamination tank for 24 hours before it is checked by biologists and then, if cleared, be released for processing. Only then will man see the evidence of conquering the moon.

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A Aneurone (576 PH)
500ml 8 4ea
2 1 30 0ea 10 I 3 11 30 21 0ea Antilope (Weil (128 Biometica)) existing entry Antilope (Weil (961 EGP)) eau de Cologne Ioz 2oz 4oz 2ea 8ea 6ea 6ea 7ea 17 29 48 73 127 606060 22 10ea 34 5ea 60 1ea 18 Ilea 8oz 33 16oz 6½oz lea 30 foam bath 15 0ea 6ea 30 51 76 127 213 13 24 36 60 99 27 38 13 24 41 63 180 293 488 Hea 8ea 0 loz 2oz 0ea 0ea 1ea 3ea 13 3ea 19 10ea 33 1ea 54 6ea 15 1ea 21 4ea 7 2ea 13 5ea 4oz 8oz 6600600 16oz 2oz 3½oz 0ea lea 4ea 2ea 5ea 0ea 4ea 10ea atomise**r** 82 28 52 88 perfume BOZ DOZ OZ lea 5ea 9ea 2ea 13 5ea 52 23 0ea 88 34 9ea 134 56 8ea 218 99 1ea 382 161 2ea 630 268 5ea1050 40 11ea 158 30 7ea 118 14 3ea 55 23 7ea 91 19 11ea 78 loz 2oz 4oz 0ea 2ea 8oz 0ea 16oz Ioz 0ea 5ea 7ea 11ea atomiser 74 55 25 42 36 00000 loz åoz åoz diffusette 10ea 3ea oz spray Satin body perfume loz 2oz 5ea 0ea 5ea 25 42 67 6 11 17 6 20 31 0ea 8ea Secret de Venus bath oil bobines 48 2 15 7 11ea 30 15 10ea 61 26 10ea 103 47 11ea 185 71 8ea 280 102 4ea 400 153 6ea 600 255 9ea1000 4 3ea 16 1 10ea 9 87 660600000 4ea 28 48 87 9ea 9ea 2ea oz loz 2oz 4oz 130 8oz 186 16oz 279 32oz 465 4oz 7 23oz 5 3ea 0ea 0ea 32oz talc de toilette 4oz soap 2<sup>3</sup>/<sub>4</sub>oz 0ea 9ea 6 soap 2<sup>3</sup>/<sub>4</sub>oz Aqua Pik (792 M & R) 1 10ea Lea dental spray
Banocide (208 BW)
tablets 200mg
(vet.) 50 378 0 50 20 27 6 Beecham's (104 BP)
pills envelopes 10 (2doz) (2doz) Betox (978 PYP) D Brands (1221 Thawpit) Brands (1114, 5BF) Brietal Sodium (413 Lilly) †s1s4A ampoules 100mg 5 14 8ea Bristow's (105 BTD) existing entry 22 0 Bristow's (105 BTD)

shampoos

	cream, liquid						
	sachet	. 3	7	-	4		6
	standard	14	3	5	. 3	2	0
	economy	21	5	7	11	3	0
	Free and Lovely	_		_			_
	sachet	.5	4	2	0		9
	standard	19	7	7	3	2 5	9
	economy	37	5	13	- 9	5	3
	star spray	40	2	24	7	7	,
	Princess	48	3	26	.7	7 9	10
	Queen	63	3	34	10	7	10
Α	Brylcreem (105 BTD)	)					
	hairdressing					_	
	tub standard	18	9	10	4	2	11
	medium	28	5	15	8	4 6 2	5
	large	39	8	21	10	0	
	tube	18	9	10	4	2	11:
	<ul> <li>dispenser medium</li> </ul>	44	6	24	6	6	ij
	large	54	8	30	1	8	6
	Carmen (229 Carmen	)					
	heat retaining hair						
	rollers					2.57	
•	Capital		_	-	_	357	0
D	Cavalcade (567 HCBP)		ting e	ntry			
- 1	Cavalcade (567 HCBF	2)					
	eau de Cavalcade						
	trial	47	6	26	2	8	2 0 9 2 3
	2oz	112	0	61	7	19	2
	4oz	204	0	112		35	0
	^8oz	33	0ea	18	2ea	67	9
	hair friction	18	6	10	2	3	2
	perfume ½oz	23	6ea	12	Hea	48	3
	soap						_
	guest (4)	39	0	14	4	. 6	2 2 0
	toilet (3)	45	6	16	8	. 7	2
	bath (2)	63	0	23	1	10	0
	mammoth (1)	63	0	23	1.0	10	0
	showercord (1)	70	0	25	8	- 11	0
	talcum	57	0	3.1	4	9	9
	Cetavion (649 ICI)						
	concentrate 20%						
	100m1	32	0	-	_	4	0
	500ml	84	0		_	10	6
	21	24	0ea	-	-	36	0
	Coopers (295 CM & P	()					
Α	warble fly liquid		_				_
	Igal	72	9ea	-	_	97	0
	Coty (301 Coty)		•	20	_	_	
•	lipstick pearlised	54	9	30	2 7	9	6
•	liquidbase =	50	3	27	/	8	9
•	moisture veil	12	•	24		11	^
	all-in-one	63 89	0	34	8		9
	face formers		3	49	,	15	7
Α	Cozee Cumfort (138	Blan	ella)				
	electric blankets						
	single					07	^
	5UJ 24×48	_	-	-	_	87	Ó
	5U 24×54	_	-	_	_	98	6
	DUJ 44×48	_	-	_	_	118	ő
	DU 44×54 DDU 44×54 5B3 60×30	-	_	_	_		
	DDU 44×54	_	_	_	_	145	0
	5B3 60×30	-	-	-	_		ő
	DB3 60×50		-	-	_	159	U
	Cuticura (1491 Cuticu	ıra)	-	15	•	,	_
•	shave foam	37	3	15	9	6	5
_	Duvadilan (324 Crool	kes)					
D	tablets 10mg						
C	Earex (402 Earex)					_	
	anti noise ear plugs	30	0	-	-	3	6 3
1	aseptic wool	12	0	-	_	- 1	3

	Whiskas, 1						
	drops		33	^	12 0	4	6
	аторз		66	0 -	12 0 24 0	10	õ
	_	h.p.	24	0ea	8 6ea	40	0
D	Eau de Fraicheur						
1	Eau de Fraiche eau de Cologn		Veil (	961 E	GP))		
	cau de Cologii	2oz	13	8ea	7 6ea	29	o
		4oz	22	10ea	12 7ea	48	6
		8oz	34	5ea	18 Hea	73	0
	atomiser	2oz	16 26	2ea 0ea	8 Ilea 14 4ea	34 56	6
	foam bath	630z	15	0ea	5 6ea	-30	ŏ
	soap	3¾oz	5	lea	I 10ea	9	6
R	Elixir somnole				4A		
	3	00ml 2 I	9 35	6ea 0ea	_	_	_
	Elle (47 Anestan		-	000			
	dry spray ecor	nomy	46	4	25 6	7	11
D D	Ephretuss (436 E Fulcin (649 ICI) e	vans)	n	tru			
ĭ	Fulcin (649 ICI)	T5	ig eii	LI y			
	tablets 125mg	100	23	0ea	. —	30	8
	F00	1000	214	0ea	_	285	4
	500mg	25 100	22 86	6ea 6ea	_	30 115	0
	_	250		5ea	-	279	3
	Fynnon (104 BP)	)		10	10 2	-	_
•	spa bath salts Gala (876 MP)	iarge	34	10 .	19 2	5	5
	Barely There		48	9 .	26 10	8	9
	blush stroke		48	9	26 10	8	9
1	complexion br	ush	98	0	53 11	15	6
	face makers flowing velvet		97 43	7 3	53 8 23 9	17 7	6
	Look Natural		54	4	29 11	9	9
	5heer Finish		43	3	23 9	.7	
D	translucent po Gentilhomme (W	wder	58 20 p:	6	32 2	10	6
ĭ	Gentilhomme (					ng en	LIY
•	after shave	2oz	10	lea	5 7ea	21	6
	Cul	4oz	17	2ea	9 5ea	36	6
	Cologne	2oz 4oz	12	llea Oea	7 lea 11 Oea	27 42	6
	deodorant stic		7	3ea	4 Oea	15	6
	soap	3 <sup>3</sup> <sub>4</sub> oz	: 5	1 ea	1 10ea	9	6
	Germolene (104 medicated plas		23	3		2	6
D	Germoplast (104		23	3		~	۰
	1.C.1. (649 IČI)						
C A	baurian success	516					
A	barrier cream		29	5ea	10 9½ ea	54	9
′.	magnesium mir	neral			10 9½ ea		
Α		neral 40lb	24 s	5ea Iea	10 9½ ea	27	6
	magnesium mir mixture mineral supple dairy cattle	neral 40lb ments 40lb	24 s 25	lea 7ea	10 9½ea	27 29	6
	magnesium mir mixture mineral supple dairy cattle sheep and beef	neral 40lb ments 40lb 40lb	24 s	lea	10 9½ea	27	6
	magnesium mir mixture mineral supple dairy cattle	neral 40lb ments 40lb 40lb	24 s 25	lea 7ea	10 9½ea	27 29	6
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 ( perfume mist	40lb ments 40lb 40lb Coty)	24 s 25 21	lea 7ea 0ea	- - - 48 8	27 29	6
	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 ( perfume mist 25 Linct. codein et	40lb 40lb 40lb 40lb Coty) 90.20	24 s 25 21 88 oin (5	lea 7ea 0ea 6 76 PH	- - - 48 8	27 29 24	6 3 0
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 ( perfume mist 25 Linct. codein et	40lb 40lb 40lb 40lb Coty) 90.20 t terp	24 s 25 21 88 oin (5	lea 7ea 0ea 6 76 PH 0ea	- - - 48 8	27 29 24	6 3 0
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 ( perfume mist 25 Linct. codein et	40lb ment: 40lb 40lb Coty) 90.20 t terp 00ml	24 s 25 21 88 oin (5 15 55	lea 7ea 0ea 6 76 PH	- - - 48 8	27 29 24	6 3 0
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 G perfume mist 25 Linct. codein et Lomotil (1121 S with neomysin	40lb 40lb 40lb 40lb Coty) 90·20 t terp 00ml 21 earle)	24 s 25 21 88 oin (5 15 55	lea 7ea 0ea 6 76 PH 0ea 0ea	- - - 48 8	27 29 24 15	6 3 0 6
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 of perfume mist 25 Linct. codein et 5 with neomycin liquid †s4875	neral 40lb ment: 40lb 40lb Coty) 90·20 t terp 00ml 21 earle)	24 s 25 21 88 oin (5 15 55	lea 7ea 0ea 6 76 PH 0ea 0ea	- - - 48 8	27 29 24 15	6 3 0 6
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 of perfume mist 25 Linct. codein et 5 with neomycin liquid †s4875	neral 40lb ment: 40lb 40lb Coty) 00-20 t terp 00ml 21 earle)	24 s 25 21 88 oin (5 15 55	7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea	- - - 48 8	27 29 24 15	6 3 0 6
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 G perfume mist 25 Linct. codein et with neomycin liquid †s4BT5 5 L'Onglex (256 G nail polish cres	40lb 40lb 40lb 40lb Coty) 00-20 t terp 00ml 2l earle) 50ml 00ml CPL)	24 s 25 21 88 sin (5 15 55	7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea	48 8 0) †DD1	27 29 24 15 ———————————————————————————————————	6 3 0 6
A	magnesium mir mixture mineral supple dairy cattle sheep and beef L'Aiment (301 G perfume mist 55 L'Onglex (256 G nail polish creating polish creating moonstones)	40lb 40lb 40lb 40lb Coty) 00-20 t terp 00ml 2l earle) 50ml 00ml CPL)	24 s 25 21 88 oin (5 15 55	lea 7ea 0ea 6 76 PH 0ea 0ea	48 8 1) †DDI	27 29 24 15	6 3 0 6 - 3 0
A .	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 of perfume mist 29 Linct. codein et source (1121 of with neomycin liquid †s4BT5 L'Onglex (256 of nail polish crat "moonstones" old packs	earle) 50ml 00ml 21 00ml 20ml 20ml 20ml 20ml 20ml 20ml 20ml	24 s 25 21 88 sin (5 15 55 143 15 21	7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea	48 8 0) †DD1	27 29 24 15 ———————————————————————————————————	6 3 0 6
A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and the sheep and the sheep and the sheep are sheep and the sheep are sheep and the sheep and the sheep are sheep are sheep and the sheep are sheep are sheep are sheep and the sheep are sheep ar	neral 401b ment: 401b 401b Coty) 90-20 t terp 00ml 21 earle) 50ml 00ml CPL) am	24 s 25 21 88 sin (5 15 15 143 15 15 143	1ea 7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea 5 7	48 8 8) †DDI —	27 29 24 15 ———————————————————————————————————	6 3 0 6
A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and the	earle)  Seech:  Beech:  Beech:	24 s 25 21 88 sin (5 15 55 143 15 21 am)	1 ea 7 ea 0 ea 6 76 PH 0 ea 0 ea 6 ea 4 ea 5 7	48 8 8)†DDI	27 29 24 15 ———————————————————————————————————	6 3 0 6
A R D A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and the sheep and the sheep and the sheep are sheep and the sheep are sheep and the sheep and the sheep are sheep are sheep and the sheep are sheep are sheep are sheep and the sheep are sheep ar	neral 40lb ment: 40lb 40lb Coty) 00·20 t terp 00ml 2l earle) 50ml 00ml CPL) am	24 s 25 21 88 sin (5 15 55 143 15 21 	1ea 7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea 57	48 8 8) †DDI —	27 29 24 15 23 215	6 3 0 6
A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 German) perfume mist 29 Linct. codein et sheep and beef L'Aiment (301 German) perfume mist 29 Linct. codein et sheep and beef to sheep and sheep an	neral 40lb 40lb Coty) 00-20 t terp 000ml 21 earle) 50ml 00PL) arm 21 seech	24 s s 25 21 88 sin (5 55 143 15 21 15 25 16	1ea 7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea 5 7	48 8 8) †DDI —	27 29 24 15 ———————————————————————————————————	6 3 0 6
A R DA A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (302 German) and the sheep and the	neral 40lb 40lb 40lb Coty) 00·20 tterp 00ll terp 00ll te	24 s 25 21 88 88 sin (5 15 15 143 15 21 15 25 16	1ea 7ea 0ea 6 76 PH 0ea 0ea 6ea 4ea 57	48 8 8) †DDI —	27 29 24 15 23 215	6 3 0 6
A R DA A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and sh	neral 40lb 40lb 40lb Coty) 00·20 tterp 00ll terp 00ll te	24 s s 25 21 88 sin (5 15 55 143 15 21 16 na) (L)	1ea 7ea 0ea 6 6 76 PH 0ea 0ea 6ea 4ea 5 7 6 9 8ea	48 8 8)†DDI —	27 29 24 15 23 215 23 25	6 3 0 6  0
A R DA A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and the	neral 40lb 40lb Coty) 0.20 t terp 2000ml 21 earle) 50ml 00ml 20 earle) 15mm 21 earle) 15mm 21 earle) 15mm 33 W	24 s 25 21 88 sin (5 15 15 15 143 15 21 16 na) (L) 13	1ea 7ea 0ea 6 76 PH 0ea 0ea 4ea 5 7	48 8 8)†DD1	27 29 24 15 23 215	6 3 0 6
A R DA A	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and beef L'Aiment (301 Gerfument) for the sheep and sh	neral 40lb 40lb Coty) 0.20 t terp 2000ml 21 earle) 50ml 00ml 20 earle) 15mm 21 earle) 15mm 21 earle) 15mm 33 W	24 s 25 21 88 sin (5 15 15 15 143 15 21 15 25 16 na) 11 11 12 13 15 16 18 18 18 18 18 18 18 18 18 18 18 18 18	7ea 0ea 6 76 PH 0ea 0ea 15 7 - 6 9 8ea 9 9 1c. (57 2ea	48 8 8)†DD1	27 29 24 15 23 215 23 25	6 3 0 6  0
A R DA ADI	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and beef L'Aiment (301 German) and the sheep and the	neral 40lb 40lb 40lb 40lb 40lb 40lb 40lb 40l	24 s 25 21 88 88, sin (5 15 15 15 25 16 18 18 25 16 18 18 18 25 25 25 21 25 25 26 27 27 28 29 20 20 20 20 20 20 20 20 20 20	7ea 7ea 7ea 7ea 7ea 8ea 6ea 4ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7	48 8 8) †DD1	27 29 24 15 23 215 23 25	6 3 0 6  0
A R DA ADI R	magnesium min mixture mineral supple dairy cattle sheep and beef L'Aiment (301 of perfume mist 29 linct. codein et sheep and beef l'Aiment (301 of perfume mist 29 linct. codein et sheep and beef liquid fs4875 of liquid fs4875	neral 40lb 40lb 40lb 40lb 40lb 40lb 40lb 40l	24 s 25 21 88 88, sin (5 15 15 15 25 16 18 18 25 16 18 18 18 25 25 25 21 25 25 26 27 27 28 29 20 20 20 20 20 20 20 20 20 20	7ea 7ea 7ea 7ea 7ea 8ea 6ea 4ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7ea 7	48 8 8) †DD1	27 29 24 15 23 215 23 25	6 3 0 6  0

	·				
	<b>M</b> ************************************		/F7/	BH) +DD	
A	Mist. cretae c. opio	conc 9	2ea	לטטן (חץ	
	500ml 21	33			_
R	Mist, expectorans co		4ea .	DH) +	
`	500ml	8	4ea	<u> </u>	
	21	30	0ea		
Α	Mist. kaolin aromat			_	_
-	500ml	4	2ea		
		14	2ea		_
A	Mist to les buomid			(E74 PH)	<sub>+</sub> —
A	Mist. tonica bromid 500ml	10		. (3/6 (1)	1
			0ea	_	_
	N (224 CBC)	35	0ea	_	
A	Norvex (326 CRC)				
	sanitary_towels size 0	20	6		2 3
	size U	22	6		2 3 2 6 2 10 3 9
	. 1		6 _	. —	2 10
	3	26 33	6 -		3 9
	. 4	38	õ		4 1
	soluble	19	ŏ	_	2 1
			U	_	2 ,
	Outdoor Girl (876 M		6	8- 0	2 6
•	Glow on	14	0	0 0	2 0
	Pernione (576 PH)	22	6	8 3	3 6
A	ointment 25g	22-	0	0 3	5 0
	DI::11: (070 DVD)				
	Phillips (978 PYP)	-			
A	tonic yeast tablets	17	2		1.11
	50	17	3	_	
	150	39	0	_	
	300	62	3		6 []
_	600	100	6	_	11 2
R	Pholrexone (576 PH)	12			
	500ml	12	6ea	_	_
	21	45	0ea	/ — _	-
A	Pholtussa (576 PH) †			1.2	
	500ml	10	6ea	_	_
_	2l	33	4ea	_	_
C	PLJ (103 Beecham)	27			
٠.	lemon juice	27	0	6 0	_
	D	46	10	10 4	_
	Primobolan (1479 50	.L) T	0		12 0
	tablets 5mg 20	8	9ea	_	12 9
Ď	30	-	_	_	_
A	Protogest (208 BW)	22			20 0
	(vet.) 6×100ml	22	6ea	_	30 0
A	Quadrivexin (208 BV	٧)			
	sheep vaccine	24			22 0
	100ml	24	0ea	-	3 <b>2</b> 0
	Rozalex (1088 Rozale	X)			
	barrier cream No.1				2 7
A	tube 45g	-	-	_	3 7
Ā	No. 8 tube 45g	_		_	3 /
Ą	Sanatogen (1332 Wh		195)		7 2
	tonic wine bottle	68	3	_	7 3 13 4
	bottle	127	ų –	_	
D	with iron bottle	139	1	_	14 7
	Scott's (1221 Thawpit)				
	Scott's (1114 5BF)	M			
Ä,	Seneschal (1124 5en 1		11	10 3	4 0
1	corn planes	27	11	10 3	7 0
r	Setlers (104 BP)	13	4	5 0	1 0
	rolls	13			1 0
Ď	Sibilaria (IOS PTD)	(2de		(2doz)	
	Silvikrin (105 BTD) ex	ISTIN	g entr	7	
	Silvikrin (105 BTD)				
	75 hairdressing	22	7	12 0	2 0
-	standard	23	7	13 0	3 8 5 11
	large	38	1	21 0	5 11
	spray	38	1	21 0	5 11
	hair cream	10	2	10.7	2.10
	standard	18	3	10 7	2 10 · 4 3
	large	27	4	15	.4 3
4	hair dressing	28 34	11	15 II 18 II	4 6 5 4
	hair spray regular				

N	гто	THE	CH	EM	IST	•	ANI	D
	٠.	econom	ny 48	3		7	7	6
	pure shampo	o's	83	1	45	9	12	11
	lemon	almond						
	and li	al, natural me, cream,		_				
	prote	in sachet minibott	3 :le 5	7 11	2	2		6 10
		standard	14	10	. 8	6	2 3	3.
D	Skil (104 E				. 0	•	3	-
Α	tablets	c (576 PH) 50		6ea	_		_	
		100 500		6ea 0ea	=	•	=	_
Α		14 Gillette	2)	7	24	5	7	6
	after sh	ave 58c		6	37	5	- 11	6
-	shave cr tube	ream lather	27	4	9	7	4	0
	aeroso	I	46 (1½c	2	16	I	6	9
Α	Stilban (	576 PH) †s	Is4A					
		500m 2		0ea 0ea	=		_	_
ı	Sucron (6 cookery		31	6	_		3	9
	Synalar (	649 ICI) TS 30	5	9ea			20	8
		ne-N (649	ĪCI) T	S	_			
I R	Syr. tussi	20m i hydrobro		8ea 6 <b>7</b> 6 PH	- - - - - - -	•	10	0
		500m 2	1 6	8ea 4ea			_	_
			. 23	ica			•	
Г	. =	A = P	rice A	dvanc	ed			
		R = P	rice R	educe				
		R = P • = N D = D	'rice R New ei Delete	educe ntry				
		$R = P$ $\bullet = N$	rice R New e Delete Correc	educe ntry				
		R = P • = N D = D C = C	rice R New e Delete Correc	educe ntry				
R		R = P • = N D = D C = C I = In	rice R New en Delete Correct sert	educe ntry tion			43	6
RA	syrup Temadex	R = P ● = N D = D C = C I = In r (61 APC) I (208 BW)	rice R New en Delete Correct Sert	educe ntry		-	43	6
	syrup	R = P ● = N D = D C = C I = In r (61 APC) I (208 BW)	rice R New el Delete Correct sert	educe ntry tion		-	43	6
	syrup Temades skin dre (vet.) Themalo	R = P	trice R New enclete Correct sert	educentry tion Oea				
A	syrup Temadex skin dre (vet.) Themalo tablets	R = P	trice R New en Delete Correct sert 1 29 VPO g 13 V) †s1[	educentry tion Oea		-		
Α	syrup Temades skin dre (vet.) Themalo	R = P	trice R New electe Correct sert 1 29 VPO g 13 () †s1[() 0 12	dea Oea Oea		-	18	0
A A	syrup Temadex skin dre (vet.) Themalo tablets Trisillac	R = P • = N D = E C = C I = In r (61 APC) c (208 BW) essing 6 × 2S, n (208 BW) 50mg (vet.) 22 (576 PH)	trice R New electe Delete Correct sert 1 29 VPO g 13 ) †s1[ ) 0 12	dea OD Oea		-	18	0
A	syrup Temadex skin drac (vet.) Themalo tablets Trisillac Tubarine (distribu	R = P	trice R New electer Correct sert 1 29 VPO g 13 () †s1 [) 0 12	dea Oea Oea Oea Oea		-	18	0
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A A	Temades skin dre (vet.) Themalo tablets Trisillac Tubarine (distribung. mo	R = P	trice Revenue Revenue Proposition Revenue Proposition Revenue	dea OD Oea Oea Gea OD PH) Oea			18	0
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on-Trent, 5taffs. 0781-33236.

755 LPJH=Les Parfums Jacques Heim, Ltd., 5t. Kevins, Janes Lane, Burgess Hill, Sussex.

792 M & R = Mann & Rankin Ltd., 23S Finchley Road, London, N.W.3. 01-794,8373.

1114 5BF=Scott-Brand Foods, Ltd., 10 Victoria Road, London, N.W.10. 01-965 2001.

Anyone who wears ordinary glasses (and 50% of the population does) is halfway to owning a pair of Polaroid sunglasses.

All he needs is a pair of our clip-ons.

Show him the Polaroid clip-on range. And tell him there are five styles, two of them available in a choice of neutral or tan lenses.

Then let him prove they wipe out reflected glare with our hang-tag test.

He can feel confident that our lenses are of fine optical quality. Not to mention shatter-proof, scratch-resistant, and 96% ultra-violet ray absorbing.

# pair of Polaroid sunglasses.



#### Announcement



BY APPOINTMENT
TO H.M. QUEEN ELIZABETH II
SUPPLIERS OF SOAP
ROGER & GALLET, PARIS

# ROGER & GALLET

PARIS

Wright Layman & Umney Ltd.
wish to announce that with effect
from 1st August 1969
all Roger & Gallet Toiletry products
will be sold and distributed by
Roger & Gallet (U.K.) Ltd.,
Hambledon House
17B Curzon Street London W1.
To whom all orders and enquiries
should now be submitted.

Wright Layman & Umney Ltd. thank all their Roger & Gallet customers for their past business and wish them every success in the future.

# **LETTERS**

#### Rural dispensing: keep the pressure up

Our Mr Grosset seems to rush into print on the least excuse these days. Many wonder why. However, if this gentleman wishes to quote dates, may I point out that I drew attention to the rural pharmacists' problems in March 1963 and also [please note the date Mr Grosset] in the CHEMIST & DRUGGIST of July 27, 1963. I am not interested who is champion. Mr Grosset can amuse himself working out a league table. What I am keenly interested in is the problems of the rural pharmacist and our profession. I stand by my letter (C&D, June 7, p. 512) in which I stated that this fight concerns all, with far-reaching consequences, and pleaded that we support to our uttermost the efforts being made to resolve this vital problem. The president has given a lead, Parliament is becoming aware of this terrible situation. Rally round and keep the pressure up.

Mervyn Madge, Plymouth

#### **Indoor eucalyptus trees**

Here is a unique opportunity for your readers to grow three or more eucalyptus trees of an excellent easily grown Australian species not well known in the United Kingdom. The use of eucalyptus trees in hospitals has been approved by the Medical Committee of Shropshire regional Hospital Board as has the distribution of the small trees, when available to outpatients of the hospital's clinics.

A physician who is a Fellow of the Pharmaceutical Society reports satisfactory results from use of the trees in a large teaching hospital. If planted in July the seeds should bring forth trees over 18 in high by November. They grow more quickly in greenhouses. I will send three seeds to readers for 4s, to pensioners and students for 2s 6d. That should cover cost of postage, etc.

Robert Owen.

5 Cross Street, Ellesmere, Salop

#### **Demonstrating for 'fair** treatment'

I am convinced that we pharmacists will not get fair treatment from Mr Crossman, or the Government, until we have publicly demonstrated on sufficient occasions the justice of our case. Demonstrations could be organised outside those public buildings in which it is known Mr Crossman has speaking engagements at the time he is due to arrive.

The demonstrators could carry banners with words such as "SAFEGUARD SOCIETY BY PROPERLY DIRECTING ALL PRESCRIPTIONS TO THE PHARMACIST'S DISPENSARY"; "DO AWAY WITH THE DANGER OF UNTESTED DIS-PENSING BY DOCTORS AND THEIR ASSIST-ANTS." "FAIR PLAY FOR THE PHARMACIST."

**Exploited Employee** 

#### Be warned

Currently appearing in bee-keeping journals is an advertisement for Ampins adrenaline which states, "a doctor's prescription is required for presentation to any reputable chemist shop to obtain supply, and it goes on to say that the price is 7s 6d. The "reputable" pharmacist will find that the price charged to him is also

#### EC 10 Contest JUDGES NAMED

Judges in the CHEMIST AND DRUG-GIST EC 10 prescription-form design contest are:

Mr J. M. T. Ross, MPS (one of the Company Chemist representatives on the Central N.H.S. Committee)

Mr E. E. Stabler, MPS (clerk to the Joint Pricing Committee, England) Mr J. Wright, FPS, FCCS (secretary, Central N.H.S. Committee)

Entries to the competition, which closed on July 4, have been numerous and varied-proof of chemists' need for a form that is entirely clear,

practical and convenient to use. Results will be announced mediately the judging has taken place.

7s 6d, and the explanation offered by the firm is that "Ampins are available on EC 10's and therefore chemists should be entitled to their prescription fees.'

If the company expects the Ministry of Health to pay for the product there seems to be no good reason for mentioning a price to the public. However, many doctors will feel, correctly I think, that they cannot justifiably issue, on demand, an EC 10 for an advertised product and will issue a private prescription.

I hope all "reputable" pharmacists will H. Trelogan, be warned.

Ticehurst, Sussex

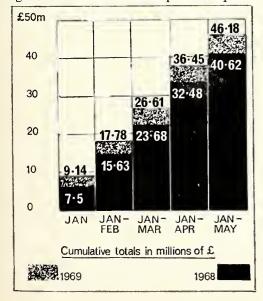
#### Poser solution

Last week's problem prescription was for "Triadcortyl cream." "We arrived at it," said the sender, "after much scratching of heads and looking for new products beginning with I.'

# **Healthy state of drug exports**

After reaching a record total of £9.85 million in April United Kingdom exports of pharmaceutical and medicinal products eased back slightly to £9.79 million in May.

The aggregate for the year to the end of May at £46.18 million shows that exports were running at a level 13 per cent higher than those in the equivalent period



of 1968. Because of a strike in the main publishing warehouse of HM Stationery Office, the Overseas Trade Accounts, from which the above statistics are taken, have been delayed. Figures for three months March, April and May, were released within a few days of each other. A "breakof the main pharmaceutical exports and imports for those months are in the accompanying table.

In the first five months of the year a feature has been the value of sales to Japan which at £2,318,000 was exceeded only by the Irish Republic's £2,410,000. Sales to France, the third largest market, at £2,309,000 was £ $\frac{1}{2}$  million up on the same period of 1968. One of the few decreased markets was Australia, previously the UK's biggest customer sales at £1.89 million having fallen about £1/4 million.

While total exports rose so also have imports. In the five-month period they rose to £9.51 million against £7.89 million in January-May 1968. Western Germany supplied £1.98 million followed by Switzerland (£1.37 million) and the United States (£1.31 million).

EXPORTS		£'000'	s
	March	April	May
Vitamins, bulk	220	209	321
" products	135	98	147
Antibiotics			
penicillin, bulk	389	187	291
,, products	878	663	768
other antibiotics, bulk	423	560	579
,, products	878	1,196	1,207
Alkaloids, bulk	194	286	240
" products	45	32	20
Hormones, bulk	39	45	42
,, products	616	685	767
Glycosides	29	32	35
Organotherapeutic glands,	19	56	58
Sera and vaccines	264	327	253
Aspirin, bulk	38	90	41
,, products	84	84	77
Antihistamine products	99	135	117
Antipaludics products	91	88	77
Barbiturates, bulk	30	41	42
,, products	21	23	35
Ointments, liniments*	102	114	98
Surgical dressings	650	927	814
Sulphonamides,	189	319	256
Other medicines	3,617	3,910	3,687
Imports			
Vitamins	239	225	199
Antibiotics	382	590	465
Alkaloids	111	110	187
Glycosides, glands, sera,			
vaccines	114	97	68
Proprietary and veterinary			
medicines	571	786	659
All other	334	407	277
*not elsewhere specified			

Stanley Bowler FRPS comments on a New York exhibition of photographic equipment, and warns of a trend towards packing cameras for sale in supermarkets in order to popularise "picture taking."

An international photographic exhibition occupying the four floors of the Coliseum building at Columbus Circle, Central Park South, New York City, provided displays of materials, equipment and the practical uses of photography in every field of endeavour.

In addition to support from the whole industry, no less than 16 organisations concerned with photography and motion pictures supported the sponsors, the National Association of Photographic Manufacturers.

One cannot help but wonder why, since New York and London have populations of almost equal size, it is not possible to stage a similar kind of affair here with almost the same certainty of success. There is, of course, a difference in the total populations of America and Britain but the number of people travelling one, two or three thousand miles to New York would certainly be far less than those who could travel one, two or 300 miles to London.

Nevertheless, one group of industrial equipment makers and suppliers did travel 3,000 miles and that was the British Photographic Export Group, under the chairmanship of George H. Wilkinson (Editor, *The Industrial and Commercial Photographer*) and the general expression of opinion was that the venture was well worth while. Unfortunately, we do not have a popular camera industry to back these efforts with the exception of Kodak, Ltd (whose operations must really be regarded as international).

Photo Expo 69 was a hard-hitting commercial show forcibly intent on doing business and yet, at the same time providing



a wealth of information and help for everyone. Just one example serves to illustrate the point—NAPM sponsored a dramatic five-day presentation for photo dealers and finishers called "Vision 70." It was given at the Waldorf-Astoria hotel and what was described as the "take-off point" was the theme "How To Make Money."

One of the most important speeches was that by Dr Ernest Dichter (president, Institute for Motivational Research) who certainly did not mince words in slating the photographic industry as a whole for becoming part of a stale and despised establishment which made good cameras but had never really learned how to sell them to the broad public.

#### Simplicity the need

He stated that researches that had been carried out for NAPM in preparation for the conference showed that people wanted simple cameras, and instanced the Kodak Instamatic series as having helped materially, especially in opening up the women's market. He criticised dealers' shops and salesmen and said that the excitement of photography was what needed emphasising not reduced price tags in a dusty window.

Perhaps it is not surprising then to find that Eastman Kodak has produced a new and simple INSTAMATIC 44 camera, bubble-packed ready to go on sale in supermarkets at a suggested retail price of less than \$10—a price that is directly equivalent to about £4 sterling: but, as costs in the USA are comparatively about double what they are here, it would be fairer to make a representative price of about £2 for the camera.

The batteries, film and flashcubes for it will also be bubble-packed, it is understood, so that compulsive buying of cameras and equipment from serve-yourself dispensers is on the way. The camera is fixed-focus, fixed-aperture, has a fixed

shutter speed and is suitable for blackand-white or colour; it uses the standard drop-in 126 cartridge.

But Eastman Kodak are not alone in this kind of venture... the Lava-Simplex organisation of Chicago has gone an ingenious stage further and produced a 126-cartridge camera without a back—the cartridge simply snaps on to the bare back of the camera body.

Obvious? And it is also to be bubble-packed with a suggested retail price of \$5.95 complete with a cartridge of 3M Dynachrome colour-print twelve-exposure film, free coupons for \$2.50 worth of film processing and a free replacement cartridge of film returned with the results.

The attitude would now seem to be that, if the conventional photo-dealer cannot or will not sell photography to the masses for their leisure-time entertainment, then someone else will in the very near future. And if a customer picks up a camera and film—and possibly accessories, too—at the same time as bars of soap and some paper tissues, does it really matter? Is it unethical? Eventually more sensitive materials will be sold and more photo-finishing will be done.

As Dr Dichter said in his lecture about such potential picture takers, they "don't understand photographic terms, the f's, the ASA's, exposure values and so on—they are so much Greek to them."

Apart from bubble-packs of cameras and so on, other manufacturers were offering simple gift-packs of 126-cartridge cameras, such as those made by the Imperial Camera Corporation of Chicago.

One of them, the PRINCESS is of interest because the promotional material features a woman user and refers to the "new fashion accent to match any wardrobe" as the camera body is moulded in an off-white plastic. (Remember the Ilford Advocate?) The PRINCESS outfit has a suggested retail price of less than \$10.

Argus Incorporated offered another "aim-



and-shoot" outfit and, again stressing the potentialities of the female market, took camera body finish a stage even further with a front panel having a lace design on a light-toned body. The general specification of the LADY CAREFREE is similar to most other cameras of its type and it is being offered at a suggested retail price of less than \$18.

The GAF Corporation introduced the ANSCOMATIC 136 instant-loading camera. The lens is stated to be colour corrected and the purpose of the oval rim surrounding it is a warning device to keep the user's fingers clear of the lens opening. (Incidentally, it was the third variant of this particular style that has been seen.) The suggested retail price is just under \$15—approximate direct equivalent of £6, excluding taxes and duties here.

But all would not appear to have been lost as far as "serious" photography is concerned for Yankee Photo Products Incorporated of Gardena, California showed boxed amateur darkroom equipment in four different sets, starting at \$8.95 for a kit for film processing and print making, up to one priced at \$99.95 (say about £40) containing an enlarger for both 2\frac{1}{4}-in square and 35-mm films as well as processing tank, easel, safclight, small accessories and three 8 x 10 in dishes; an instruction book is also included.

In the amateur motion-picture field, too, packaging of complete outfits was also noticed—a representative example is the KEYSTONE CP-130 containing a K-710 Super 8 electric-motor driven EE camera, a K-529 dual 8 auto-thread projector, an Atlas-Warner 855 sealed-beam 650 watt movie light, an extra reel and can, a Columbia Super 8 colour film (the Apollo 8 Moon Orbit) and a set of batterics for the total suggested retail price of \$169.95 (say about £68).

In one respect, though, the US does not seem to be quite as far advanced as

Left: Senator Goodell, New York State (in centre) opens the exhibition by cutting a ribbon of film with a laser beam. Third from left is Mr John Freeman (British Ambassador)

Below: Kodak Instamatic 44 camera bubble-packed for sale in supermarkets—price about £2



Europe and that is in connexion with sound-film systems. Bell & Howell announced the latest developments in their Super 8 sync FILMOSOUND system about which, no doubt, further news will later be released in Britain.

The Synchronex Corporation demonstrated a new Super 8 camera linked electrically to a solid-state cassette recorder for filming and recording. The company intends to provide a service whereby the cassette sound is transferred to a magnetically-striped film after processing and for which perfect lip-synchronisation is claimed. The system will probably get under way in early autumn.

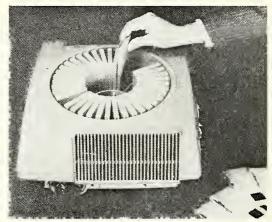
One of the long-expected surprises was the public announcement by Eastman Kodak of that company's Super 8 cassette-loading projection system for which 50 and 100 foot cassettes will be available for use in two amateur (models Instamatic M 105 for Super 8 and Instamatic M 109 for both Super 8 and regular 8) and one school of industrial training machine, the Ektagraphic 120 model. The first two have external take-up spools while the third has a built-in take-up device enshrouded by the projector side housing.

Apart from the opportunity to see a variety of new equipment, some of which is likely to be restricted to the US market, this particular show mainly served as an indicator of marketing trends in America, trends that seem to suggest that considerable effort is likely to be expended in popularising picture taking—not photography as it is so frequently misinterpreted—as a simplified leisure time hobby with a greater certainty of acceptable, even if not always excellent, results to the camera user.

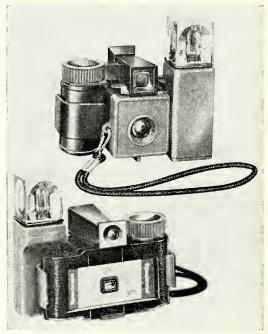
It is anyone's guess how long it will be before the same thing happens here, but the warning signs were certainly there. As one of my American journalist colleagues remarked "caveat venditor".



A complete outfit for cine photography the Kalart CP-130



Kalavox audio-slide cassette projector for synchronised sound and slide presentation



Backless camera: A 126 cartridge of film snaps on to the Lava-Simplex Snapper providing its own back.



Symptomatic of the greater attention being given to the women's market is the frilly front of the Argus Incorporated Lady Carefree model

# MYSTERY OF THE CHEMISTS' MISSING STOCKTURN



The wholesale warehouse—where speed of delivery means business

What is the effect of stockturn on the profitability of a business? Is there an ideal rate of stockturn at which a chemist should aim? A. R. RITCHIE, managing director of Macarthys, the wholesalers, believes there is such a rate but that it is higher than most chemists achieve. He analyses the effect of differing rates of stockturn and the causes of most chemists' poor performance

It is not a matter for dispute that in any business involving the buying and selling of goods a proper stockturn is of vital importance. To put this point in perspective with respect to the retail pharmacy, let us consider a business with annual sales of £30,000 and a gross margin of 33½ per cent. The latter is rather optimistic nowadays, but it makes the arithmetic much easier! I have omitted the implications of purchase tax which is taken to be absorbed in a constant gross margin.

This is all very obvious, but there are deductions of considerable importance to be drawn from the figures.

Taking first the rather unlikely position

of the once per annum stockturn, there is a gross profit of £10,000 being produced by an investment of £20,000 in stock alone. Even assuming that one has £20,000 to invest in this way, it will be a very bad investment, and practical considerations will cause much of the stock to become unsaleable before the demand for it arises; if one has not got the £20,000 in the first place it will be very expensive to borrow.

Moving to the four times per year turn, the effective stockholding at any time will be not less than three months stock: since normal terms of payment to suppliers are 1-2 months, this leaves 1-1½ months' stock to be financed either from the pharmacist's own resources or by bank borrowing.

When, however, one considers a stockturn of eight times per annum, a very different picture is presented.

Not only is the holding of stock drastically reduced, but the fact that the business is at no time carrying more than one-anda-half to two months' stock means that there is no financial commitment whatsoever in that stock—the money's in the till before the suppliers' statements have to be paid. Cash that would otherwise have financed stock can be applied profitably

outside the business, and this rapid stockturn means that goods presented for sale will always be fresh and clean.

Desirable as this latter situation is, a pharmacy with a stockturn of this order seems to be the exception rather than the rule: this fact prompts the title of this article—why doesn't the retail pharmacy achieve a stockturn of this order?"

From my own background in wholesale distribution of pharmaceuticals, I would not dare to be dogmatic on the subject, but I would like to put forward a few thoughts and make what I hope are helpful suggestions.

In the pharmaceutical wholesale field, the distributor expects to turn his stock at least eight times p.a. and preferably ten times: because of his comparatively small margins and heavy overheads (greatly increased by SET) this kind of stockturn is imperative if he is to stay in business.

Compared with the pharmaceutical retailer, the wholesaler's way of running his business is at variance in two important aspects:

First, which should make quick stockturn more difficult, he can only order supplies from the manufacturer on a fortnightly, or at the most, weekly, basis.

Second, he normally maintains a rigid system of stock control on his entire product range, which obviously enables him to operate a precise buying method based on his known sales.

If one compares this position with that

Gross sales	Sales at cost	Stockturn (number of times per year the stock is turned over)	Financial commitment in stock
£30,000	£20,000	1 4 8	£20,000 £ 5,000 £ 2,500

of the retailer, the latter has, through his wholesaler, a much more rapid and frequent access to supplies than the wholesaler has: on the other hand, it is much more difficult for the average pharmacist to operate an accurate stock control system, mainly because of the limited number of staff he can economically employ.

#### **Buying direct**

However, let's take this "average" retailer, make some assumptions about the "mix" of his business, and see how the figures work out: for the purpose, I am assuming that 40 per cent of his turnover is in dispensing and 60 per cent in counter sales, of which one third is accounted for by agency goods (20 per cent of the total) leaving 40 per cent of turnover in those types of goods which he can, if he wishes, normally buy direct on a quantity discount basis.

He can also buy some of his dispensing products on a "direct" basis at a discount—probably up to about 25 per cent of his requirements in this field if he takes advantage of all available terms. All his needs, except for agency goods, he can, of course, also buy from his wholesaler.

On the assumption that the pharmacist buys all the goods he can from his wholesaler (i.e. 80 per cent of his requirements). his number of stockturns per year can clearly be very great. He will also receive at least a daily service on prescription goods, and often more frequently, and probably at least a thrice-weekly service on general goods.

If, therefore, he adopts this buying policy, there is nothing at all to prevent him from turning his stock at least monthly. Again, if he makes use of direct purchasing facilities, there is no need for him to purchase more than one month's requirements at a time—again providing a monthly stockturn.

On the agency side the problem is not the same: most agency firms insist on a full range of their goods being stocked, although the turnover in some of the lines may be very small. It is probably true to say that if the pharmacist can, in practice, achieve more than a three times p.a. stockturn on agency goods, he is doing well.

On the other side of the coin, of course, one can pose the question as to whether, if such poor stockturns are all that can be achieved, the agency is really worth having at all, and it can, perhaps, be questioned in some cases whether the attraction of the agency, as a means of bringing in other business, is really worth the stock investment that it involves.

#### Why the low rate!

However, if this is the existing "mix" of the business, one has the situation that it is clearly possible, by proper use of available supply sources, to turn 80 per cent of one's stock some twelve times p.a. and the remaining 20 per cent three times. Balanced out, this would give an overall turn of a little more than ten times. And yet the "average" pharmacy only manages about a four times turn—why?

It is tempting to lay all the blame for the situation on the rather sketchy stockcontrol systems used in most pharmacies for the reasons mentioned earlier, and to



The author, A. R. Ritchie

say that if a tighter control system were used the position could be corrected overnight. In practice, of course, this is much more easily said than done.

Even, however, if one assumes that there is no stock control system operating, the 80/20 rule operates in retail pharmacy just as in other businesses. This is the rule, broadly applicable to all businesses selling a wide range of goods, which states that an average of about 80 per cent of sales, by value, arise from about 20 per cent of the lines stocked.

Statistics compiled elsewhere show that those percentages apply extremely accurately to dispensing product demand, and I have little doubt that they are equally applicable to the counter-sale side of the business.

On this basis, therefore, in the absence of a stock-control system, there will probably be some 20 per cent of goods of all types which, for all practical purposes, do not turn over.

If a study of the subject were made, I feel that it would be quite easy to identify such products in the dispensary—they will be the products which have been superseded and of which there is "half a bottle" left, and the small range of drugs held against possible emergencies that have arisen in the past and may happen again locally.

But even if one assumes that, throughout the pharmacy, 20 per cent of the stock doesn't move, orders are being placed for the remaining 80 per cent on a demand basis. If, therefore, this demand is correctly assessed at the time of ordering, one should still be left with 80 per cent of the ten times p.a. stockturn—about eight times—the ideal situation that has been postulated earlier.

Since this eight times turn is not normally achieved, it seems only logical to look again at the methods by which this 80 per cent of lines stocked (the "selling" lines) are ordered.

In my own experience, which is shared by other wholesale distributors, the pharmacist certainly does not buy too much of any line at a time from his wholesaler. In fact, the reverse is invariably the case, the pharmacist demanding merely "topping up" quantities particularly on counter sale products.

Thus, with prescription product demand being raised basically as products are dispensed, orders placed with the wholesaler are very much on a hand-to-mouth basis.

#### Attractive—but dangerous

With these other possibilities disposed of, there appears to be a strong indication that the villain of the piece is the "direct" parcel, coupled, perhaps, with the "introductory" and "special" offer.

Such buying terms are, of course, highly attractive, offering as they do quite substantial additional profit if they are all sold (or dispensed) but if only a few are left on the shelf at the end of a couple of months, the profit isn't there.

I believe very strongly that this is where the trouble lies: if the pharmacist had a tight stock control system, he would know how many of each line he had sold over a given period, and it would be relatively simple for him to decide whether or not to order a discount parcel (and what items to include in it) or whether or not to succumb to the blandishments of the representative with a waiting order book.

But in the absence of such knowledge at any rate very precisely—there is bound to be a tendency to look at the extra discount and order the quantities to meet discount terms, quantities which may well, in the event, tie up a lot of money and space.

I have a vested interest in saying "Buy tight, buy from your wholesaler," but I have an even greater vested interest in doing my best to help the economics of retail pharmacists—they are my customers, and if they're not viable, I'm not viable. I believe that by a greater use of the services offered by the wholesaler, the pharmacist can transform the economics of his business by radically improving his stockturn—and that is what we both want.

Perhaps, like Holmes' Watson and Poirot's Hastings, I have presented a complete and logical solution of the mystery—complete in every detail but in fact utterly wrong. Nevertheless, the mystery exists and needs a solution: it is vital to retail pharmacy that the right solution is found.

#### Pharmaceutical specialities Ion exchange resin

To meet the demand for an alternative ion exchange resin, Bayer Products announce the introduction of calcium Resonium (32s). In absorbing potassium ions from the alimentary canal the product releases calcium, an element which is less readily absorbed than sodium by patients with renal failure.

Calcium Resonium in the form of a finely ground, pleasantly flavoured powder is supplied in 300g plastic containers. (The Bayer Products Co, Winthrop House, Surbiton, Surrey.)

#### New gel

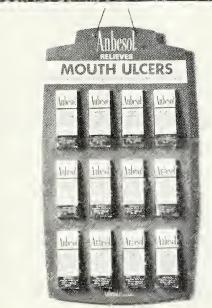
For the treatment of gastrointestinal disorders attributed to hyperacidity, spasm and flatulence Merrell division, Richardson-Merrell Ltd, offer Kolanticon Gel. Each 10 ml contains dicyclomine hydrochloride BP 5 mg; dried aluminium hydroxide gel BP 400 mg; light magnesium oxide BP 200 mg; simethicone 40 mg. The dosage is two to four 5 ml spoonfuls every three to four hours or as directed.

It is contra-indicated where there is a known idiosyncrasy to dicyclomine hydrochloride. Pack is bottle of 150 ml. (Merrell division, Richardson-Merrell Ltd, 20 Saville Row, London W1X2AN).

#### New product and a change of name ICI announce the introduction of a new

strength of griseofulvin tablets-Fulcin 500, film coated tablets containing 500 mg griseofulvin B.P. (fine particle), designed for once daily dosage in the treatment of superficial fungal infections. 125 mg tablets until now known as Fulcin Forte will continue to be available, and will in future be known as Fulcin 125. Synalar gel is a new presentation containing Fluocinolone acetonide 0.025 per cent in a water miscible, clear gel. Its action is local anti-inflammatory, anti-pruritic and is indicated in steroid responsive dermatoses of the scalp such as psoriasis and seborrhoea capitis. Pack is a tube of 30 g (13s 9d). (Imperial Chemical Industries Ltd, Pharmaceuticals division, Alderley Park, Macclesfield, Cheshire.)





#### New 5-ml pack

Armour have added to their list a 5-ml 80 iu/ml pack of Acthar gel. Prior to general release, the pack has proved to be most acceptable to hospitals throughout the country on the basis of less volume per injection for high dosage therapy. (Armour Pharmaceutical Co Ltd, Hampden Park, Eastbourne, Sussex.)

#### Over the counter medicinals Slim pack — photo 1

CIBA Ltd, announce the introduction of a new slim Bradosol pack containing 20 lozenges (2s 6d). Well protected in pushthrough foil units, it fits easily into the handbag or pocket. Used alone or as part of a counter display, the new pack presents a most attractive point-of-sale incentive. (CIBA Laboratories Ltd, Horsham, Sussex).

#### Carded packs — photo 2

Anbesol (3s 11d) is an oral antiseptic and anaesthetic, to give relief from mouth ulcers, denture irritation, sore gums, cold sores, wisdom tooth pain, toothache and babies' teething.

The active ingredients are lignocaine hydrochloride, chlorocresol and cetylpyridinium chloride.

Anbesol is packed in a glass bottle with a light and dark green label and white cap, contained in a carton in the same colour scheme. One dozen cartons are presented on a hanging card. (International Chemical Co Ltd, Chenies Street, London WC 1.)





#### Slimming products New mint flavour

Extensive consumer research was carried out by Cuticura to determine the most acceptable second flavour for their Ayds. Mint was overwhelmingly preferred both by existing Ayds users and by those who had not previously tried the product (27s 6d). (Ayds division of Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berkshire).

#### Sundries

Picnic bag — photo 4

Responding to a trade demand for a gaily patterned picnic bag specifically designed for the beach or seaside to sell alongside the range of Insulex products. Insulex announce the introduction of a new candy stripe pattern insulated picnic bag (Insulex Ltd, 124 Balby Road, London, W 10).

#### Sleeves for recognition — photo 3

A new series of full-colour sleeve packs for the Suba Seal range of baby feeding bottles manufactured by William Freeman & Co Ltd, Suba-Seal Works, Staincross, Barnsley, are designed to improve presentation at the point-of-sale, and assist product recognition.

Boilable plastic feeding bottles are colour-coded blue, and the Suba Clear group of clear polycarbonate feeding bottles are colour-coded red. Each pack carries the slogan "Best for Baby Care."



### Cosmetics, toiletries

### Unisex fragrance — photo 5

Aqua Manda is the first Unisex fragrance range designed for the body say Goya. The range includes six other products as well as the fragrance (7s 6d, 12s 6d, 20s) and aftershave (8s 6d). They are Golden body rub (10s 6d), herbal bath oils (10s 6d), herbal bath foam (7s 6d), oatmeal beauty soap (2s), hand lotion (6s 6d), and talc (6s).

The herbal bath foam is offered also in travel sachets (1s 3d) as are the herbal bath oils (1s 3d).

The first impression of Aqua Manda is very fresh and citrus. These notes wear off quite soon leaving a more lasting base derived from jasmine, corianda and other aromatic herbs. Aqua Manda is stronger than a Cologne or toilet water. Splashed on it is an ideal bathroom fragrance used lavishly it becomes a perfume in its own right. The jasmine has been omitted from the aftershave to make it more masculine, nevertheless it could be used as a splash Cologne having the character of Aqua Manda fragrance. (Goya Ltd, Badminton Court, Amersham, Bucks.)

### New look for L'Onglex — photo 6

L'Onglex has completely revised its shade range. There are now 18 fashion colours. Gleaming and silvery, the newformula Moonstones (3s 6d) come in nine delicate pearl-frost finishes. The nine cream (2s 6d) polishes cover a range of the creamy pinks and sand tones as well as having one bright clear red and retaining the top-selling transparent favourites natural and colourless. With the new shades, L'Onglex takes on a luxury look. The slim, wedge-shaped bottles have dark green silver-printed labels, and the gilt Moonstone caps are untarnishable. (Chesebrough-Pond's Ltd, Victoria Road, NW 10).

### Two from Outdoor Girl

Added to the Outdoor Girl Range are Lowerlash (11s 6d) and Glow On (2s 6d). Lowerlash are lovely long spikey bottom lashes on a fine transparent base. Glow On is a frosted cream blusher, which colours and highlights "all in one super glow" said to look specially fantastic on bare brown skin, or over Tanfastic Sun Sheen. (Myram Picker Ltd, Hook Rise, Kingston By-pass, Surbiton, Surrey.)

### For the neck

Described as "super light" and deeply penetrating, being totally absorbed by the skin and leaving it completely matt without the risk of marking clothes is the latest Harriet Hubbard Ayer creation *Creme Pour Le Cou* (53s 6d). Pack is a plastic jar containing 28 g in a white carton with a gold and grey design. (Harriet Hubbard Ayer, 30 Curzon Street, London W 1.)

### Larger and smaller sizes

Added to the Elizabeth Arden range is a new 4 oz Sensitive skin cream (48s 6d) in addition to the current 1 oz and 2 oz packs. A 1 oz pack of Beauty Sleep (33s 6d) in the same pink lotus design as the present 2 oz and 4 oz jar, is now being issued. (Elizabeth Arden Ltd, 25 Old Bond Street, London W 1).

### For the sculptured look

Coty faceformers are sticks of translucent colour with a "high lubricity," for blushing, contouring and gleaming the face to achieve the "sculptured look." The Blushers give a delicate glow to the cheeks, the Shapers can alter the effect or enhance basic bone structure by creating contours, the Gleamer highlights individual features, or can be used to "polish" the whole face. There are five Faceformers: two Blushers—Pink Blush and Peach Blush. Two Shapers—Dark Shaper and Pale Shaper and one Gleamer—





Naked Gleam. Presentation, cream twistup sticks about 3 in tall (15s 9d).

The company have also introduced an all-in-one translucent make-up base (11s) which is said to be "moisturising" and give a light coverage to the skin.

For warm summer days Coty are now introducing another presentation of L'Aimant perfume L'Aimant perfume mist (15s 6d). The unbreakable cherry pink container is as tall as a pencil and almost as slim, specially designed for easy portability, whilst the perfume mist is pressurised at a sufficiently high level to produce a fairly "dry" spray of L'Aimant on the skin with excellent staying powers. (Coty (England) Ltd, distribution services, Sandwich, Kent.)

### In decanters - photo 7

A series of André Philippe preparations are being packed in decanters. They are:—lot No. 8, bubble bath decanter; lot No. 26, toilet water decanter; and lot No. 29, bath salt decanter. The No. 8 is packed assorted, in six colours, the No. 26 toilet water decanter is in Cologne or Lavender and the No. 29 bath salt decanter is in Cologne, lavender and rose. (André Philippe Ltd, 71 Gowan Avenue, London SW 6).

### Vast potential

There are 14 million wet shavers in the U.K. waiting to be won over to aerosol shaving foams, state Cuticura. They have launched Cuticura shave foam (6s 5d), described as "mildly antiscptic," with a beard softener, a lubricant and a humectant. Pack is an 8-oz aerosol. (Cuticura Laboratories Ltd, Maidenhcad, Berks.)

# PROMOTONS

# Gibbs ahead on toothpaste advertising

After claiming leadership in the toothpaste market with their Signal brand (C&D June 28, p. 583) Gibbs Proprietaries Ltd, Hesketh House, Portman Square, London W I, now say they spent twice as much on advertising as their competitors in the four weeks ended June 22.

Figures released by Audits of Great Britain show £17,308 being spent on Signal and £5,725 on SR, which together represent 66 per cent of market expenditure.

Gibbs' shares of the market has been disputed by Beecham who say that the Attwood figures. on which the claims are based, reflect product weight, not value.

### Units support advertising theme

Display units for new Moonstones nail polishes by Chesebrough-Pond's carry the advertising theme in the young fashion magazines *Honey*, *Petticoat* and *Nineteen*, and in *Woman* from the end of August. The larger display unit holds 36 polishes and is available from the company at Victoria Road, London, NW 10; the smaller, from wholesalers, holds 18.

### £2,000 car as contest prize

Coty are offering a £2,000 Cítroen DS 21 Pallas car as first prize in a consumer competition to promote their L'Aimant perfume. Consolation prizes of L'Aimant coffrets will go to 1,000 other entrants. Supplies of entry forms available from Coty (England) Ltd, Sandwich, Kent.

### Largest liver salt campaign

The biggest campaign for Andrews liver salt is now under way on all television channels. It is scheduled to reach its peak during the summer months and it will last until November.

The three sorts of commercials present a person who is feeling "below par" silhouetted until he or she takes Andrews—then the silhouette lights up.

Until now commercials have been based on specific ailments: constipation, indigestion, for example. The makers believe the new commercials will appeal to a much wider audience than that which appealed only to those people suffering from a specific ailment at a specific time. Phillips, Scott & Turner Co., 2 St Marks Hill, Surbiton, Surrey.

### £1,000 prize to set up boutique

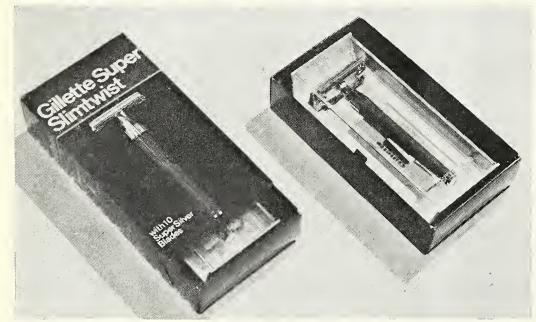
The winner of Mum Rollette's summer contest will be given £1,000 to set up her own boutique, including stock. Contestants have to judge which outings the clothes in the photographs of six models

on the entry form are suitable for. An entry sticker from the Mum Rollette cap must be attached to each entry form.

The contest will be promoted in the national Press, and cinemas, and in full colour in *Petticoat*, *She*, *Honey*, *Vanity Fair* and *Flair*. Bristol-Myers Co Ltd, Stonefield Way, South Ruislip, Middlesex.



# Range takes two Starpacks silver awards



Racasan's perfumed air freshener blocks were awarded two of the 15 silver star certificates in the Institute of Packaging's 1969 Starpacks competition. One went to the cartoned and film-wrapped double block and the second was taken by the whole range in the "family" section.

Similarly awarded was a range of cartons for Innoxa Ltd, commended for their extreme quality of production and effective use of simple graphic design elements.

Another silver certificate winner was

a shell and slide pack for a razor by Gillette Industries Ltd. It is described by the judges as being a well-considered, thoughtful approach to the problem of providing a quick-inspection feature for the contents.

The special award of the British Aluminium Foil Rollers' Association for the best star-winning entry incorporating a significant part of aluminium foil, went to the pack for Nuform by LR Industries Ltd. The pack also took a bronze Starpack certificate.





# PROMOTIONS

# The strategy behind Quant's sales offensive

If there was any aspect to which one could attribute the success that Mary Quant Cosmetics have achieved in such a relatively short time, it could surely be summed up as—innovation and simplicity.

So far as Quant is concerned, the two are inseparable. That is ably illustrated by the extent to which they influence every aspect of the company's work, from



Mary Quant: Appointed Royal Designer for Industry

product development through to overall marketing strategy.

It was the concept of simplification that led to the development of Starkers all-inone make-up; of eye gloss, the first nongreasy eye shiner; of the two-timing perfumes—A.M. and P.M.—and the skin care range. And it was also that concept that led to the development of this year's main promotion: the nature tint range comprising make-up, nail polish and lipstick.

This year's marketing strategy bears out the basic approach more than ever before. Consisting of a greatly stepped up promotional programme, on both a national and local area basis, it involves considerably increased distribution through chemists and a greater number of salesmen will be visiting an increased number of retailers, more often—and with more promotions to sell.

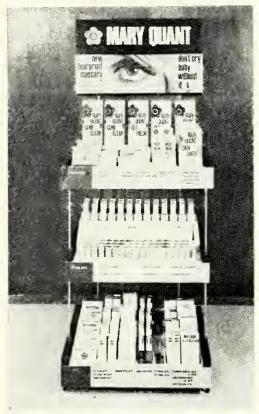
The new self-service unit is anticipated to be of considerable importance. It has been developed to present the company's products in a neat, compact and efficient way. An extensive repackaging scheme has also been undertaken to enable fast, accurate customer shade and product selection, without losing any of the individuality of the visual impact.

The running of intensive area promotions represents another major facet of the overall marketing scheme. Each promotion is being presented to both the trade and the Press at special area receptions.

The promotions will be supported by local cinema advertising—a new feature

for Quant. This screen advertising, in colour, is to be typically "Quantroversial."

As well as cinema advertising, local Press publicity is being undertaken. To back each operation retailers will be given the new self-service unit, show material and a special silver daisy window-sticker, bearing the copy line "We're aces at Quant faces."



The three tiers of this Mary Quant stand display products for complexion, lips and nails and eyes

Concerning specific promotions, a tieup has already been arranged between Quant, BEA and Rank, at whose cinemas the commercial will be shown. It takes the form of a competition, the prizes for which are six BEA holidays for two in the Mediterranean and 50 Quant paintboxes. The campaign will be supported by retail and cinema displays.

The firm's national advertising this year broke in mid-April with a full colour double-page-spread featuring the Nature Tint Trio. This drive is running through to December with colour spreads appearing regularly in Quant-type magazines such as Honey, Nineteen, and Petticoat.

Success note: Another success this year for Mary Quant—the Royal Society of Arts have appointed her a Royal Designer for Industry.

### Money-off for launch

An introductory 1s 6d off the recommended retail price is available on Cuticura shave foam during the launch period. The product is being nationally advertised. Makers: Cuticura Laboratories Ltd, Maidenhead, Berks.

### Sunsilk theme—five times over

Sunsilk's television theme has been recorded in five different ways by five different groups for Radio Luxembourg's "spinner-winner" competition with 1,500 LP records as prizes.

Each version of the theme is connected

with a Sunsilk shampoo variant. The competition will last for the next two months with broadcasts once a week. The recordings will be played 150 times in addition to the contest schedules. Entries must be sent with a Sunsilk shampoo bottle label to Radio Luxembourg.

### New lists and literature

A price list and reference guide to biochemicals for research is available from Mann Research Laboratories, 136 Liberty Street, New York, NY 10006. Consultancy services and equipment for weighing, packing and filling are described in "Autopack Today" from Autopak Ltd, Malvern, Worcs. D. G. Bennett Chemicals, 11a St. John's Hill, London SW 11, have the 1969 lists of chemicals by Dr F. Raschig, GmbH. A comprehensive guide to Erecto storage systems is available from Erecto, Newport Road, Hayes, Middlesex.

Wall charts (22 x 36 in) illustrating 33

Wall charts (22 x 36 in) illustrating 33 common insect pests controlled by Cooper insecticides are offered by Cooper McDougall & Robertson Ltd, Ravens Lane, Berkhamsted, Herts. Synthetic silicas and silicates used in foods and drugs are described in a technical publication (no. 22) of Joseph Crosfield & Sons Ltd, Warrington, Lancs,

### Reassurance for mothers

"Warm and reassuring advertising" is being used to promote mothers' confidence in Cow & Gate milk food. The current campaign is in Woman, Woman's Realm, Woman's Weekly, mcdical, nursing, baby and local Press, and on television in selected areas.

# ONTWREAT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands

Anadin: All areas except E. Andrews liver salts: All areas.

Askit powders: Sc, B. Colourbac: WW.

Dettol: Ln, Lc, Sc, WW, So, A, U, B, G, Cl.

Disprin: M, Sc, WW, So, A, U, B.

Dr. Wernert's powder: Y.

Harpic: Lc, Y, A.

Milk of Magnesia: U, E.

Milk of Magnesia tablets: All areas except

U.

Personna razor blades: So.
Poli-grip: All areas except WW, E.
Radox: All areas except U, G, E.

Supersoft hair spray: All areas except E. Trufood baby milk: M, Lc, Y, So, NE.

# Press advertising

Albion Soap Co Ltd, 30-32 Thames Street, Hampton on Thames, Middlesex, Simple Soap, July to October: Mother, People's Friend, Woman's Own, Woman, Woman's Weekly, The Lady, My Home & Family, Woman's Realm, News of the World, Thomson's Weekly News.

Dixor Ltd, St Leonard's Road, Mortlake, London, SW 14. Velouty powder cream. In leading women's journals.



# Independents share a computer

A group of independent wholesalers in the grocery field recently joined together to form a company—Distribution Computer Services Ltd—to provide them with speedy business information of the sort that could be obtained in a practical and economical manner in no other way than by computer. The computer chosen is an NCR Century 200 and is expected to be operational in a Manchester centre by January 1970.

Mr E. K. Edwards (chairman of the company), said in London on July 5 that it was intended to extend the service to wholesalers in other fields including pharmaceutical wholesalers to whom the service would be of special benefit. At a later date he said the service would also be extended to retailers.

Samples of the programs are gross profit contribution by line, by commodity group, by mix; methods of stock review for investment, replenishment, etc. It is not intended to be concerned with payroll, invoicing and accounting. Further details from the company at Sundorne House, Featherbed Lane, Shrewsbury, Shropshire.

### Pathological service

More hospitals are using a pathological service offered by Roussel Laboratories Ltd in connection with their antibiotic Cidomycin, gentamicin sulphate, in cases where the dosage or the length of the course have to be increased, or if there is impaired renal function. In such circumstances, Roussel recommend that the serum level of the drug should be regularly ascertained.

As hospital pathologists often lack the necessary facilities or time to carry out the assays, the company offer a free service, processing blood samples and telephoning results to the clinician.

Since January 1,250 samples from 14 hospitals have been processed. One or two clinicians have said that the service is even quicker than that available in their own hospitals.

### Old-established company is reborn

When Timothy Whites & Taylors merged with Boots and decided to centralise their production, few could have thought that this would lead to the re-birth of a 70-year old company.

W. B. Cartwright Ltd, as it was, now Cartwrights (Rawdon) Ltd, has been acquired by F. R. Evans (Leeds) Ltd (see C&D, May 31, p. 486). The re-born company have been successful in keeping

the skills and experience of the original Cartwright at Rawdon while some key positions have been filled by selected recruitments from the industry, to provide a leavening of youth. The company are engaged in a complete modernisation and streamlining programme of their plant and believe there is scope for undertaking contract manufacture and packaging of pharmaceuticals and toiletries.

### Roger & Gallett address

The toiletry products of Roger & Gallet, Paris, on August 1, are being sold and distributed by Roger & Gallett (U.K.), Ltd, 17B Curzon Street, London, W 1, Meanwhile orders should be sent to that address.

### Ilford centralise distribution

From this month all Ilford photographic products delivered to professional and industrial photographers, industrial radiographers, hospitals and photographic retailers in south-west England will be supplied direct from the company's main southern area distribution centre at Christopher Martin Road, Basildon, Essex.

Orders received before 3.30pm each day will be delivered next day.

The Bristol depot has been closed, but orders can still be telephoned at local call rates to the former Ilford number at Bristol 7-9236. The calls will be automatically linked to the Basildon depot.

### Holiday closing

Mason Pearson Bros, 70 Piccadilly, London, W 1, are closing their factory from July 25 to August 18. All July orders will be invoiced on September 1.

### Exclusive sunglasses

Having been appointed sole distributors in the United Kingdom of Pierre Cardin sunglasses, Julian Jablon Ltd, 64 George Street, London, W 1, invite inquiries from retailers.

### Distribution changes

Four Burroughs Wellcome products in their various presentations are to be distributed in Britain by Calmic Ltd, Crewe, Cheshire: Tubarine, anectine, vasoxine and the Wellcome peripheral nerve stimulator. Responsibility for marketing Aserbine, Normax and Nulacin has been transferred from Horlicks Pharmaceuticals Ltd to Bencard, Great West Road, Brentford, Middlesex.

New arrangements for distribution in Scotland have been made by Keldon Ltd, following the retirement of their distributor, Mr J. Dickson of Donald MacCaulay, Ltd. From July 7 all orders from Scottish retail and wholesale chemists should be forwarded to Keldon Ltd, Wadsworth Road, Perivale, Middlesex.

Following an agreement between the Heudebert Foods Co Ltd, and Park Cake Bakeries Ltd, all orders for the entire range of Heudebert products:— Heudebert's Slymbred, Starch reduced slices, Biscottes and wholemeal rusks should be addressed to: Mr H. M. Smith, Park Cake Bakeries Ltd, P.O. Box 58, Oldham, Lancs. Parfums Weil are now being distributed in

Great Britain by new sole agents, E. G. Perrot & Co., Ltd, Magnolia House, 160 Thames Road, London, W 4. Products affected are Antilope, Zibeline, Secret de Venus, Eau de Fraicheur and Gentilhomme.

Berk Pharmaceuticals Ltd, Catteshall Lane, Godalming, Surrey, announce that, from July 14, Madecassol ampoules, ointment and powder are being supplied only by Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts. (Tel: Hitchin 51421).

### **Distributors for Eire**

Dales Pharmaceuticals Ltd, Power Road, Chiswick, London, W 4, are promoting their cardiac and respiratory stimulant Millophyline to veterinary surgeons in the Irish Republic, and have appointed Rice Steele & Co Ltd, 4 Brabazon Street, Dublin 8, sole distributors in Eire, Pharmacists may obtain supplies from them.

### **Discontinued**

Zyma (United Kingdom) Ltd, Catteshall Lane, Godalming, Surrey. Paroven tablets, now replaced by Paroven capsules. Imperial Chemical Industries Ltd, Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire, SK10 4TF. Pel cream.

Sandoz Products Ltd, 23 Great Castle Street, London W I. Melleril concentrate 100 ml when present stocks are exhausted. The 500 ml pack continues to be available to hospitals only. Other presentations of Melleril are not affected.

The Crookes Laboratories Ltd, Telford Road, Houndmills Estate, Basingstoke, Hampshire. Duvadilan tablets 10 mg. Tablets containing 20 mg isoxsuprine hydrochloride in packs of 50 and 250 and boxes of 5 x 2 ml ampoules containing 10 mg isoxsuprine in 2 ml still available.

It has been decided to discontinue the manufacture of Beta-Corlan pellets, state Glaxo Laboratories. But the company points out that another Glaxo product, Corlan pellets, is beneficial in the treatment of simple aphthous ulcers in the mouth.

# Bonus offers

Southon Laboratories Ltd, Slade Green, Erith, Dartford. Esobactulin. Extra 5 per cent discount. Till August 31.

Gillette Industries Ltd, Great West Road, Isleworth, Middlesex. Techmatic replacement cartridges. 10 per cent discount on order for 1 doz Gillette super silver 5-blade pillar packs 63s 5d, 10-blade pillar packs less 10 per cent.

International Chemical Co Ltd, Chenies Street, London WC 1. Anbesol 14 invoiced as 12.

### Metricated

FBA Pharmaceuticals Ltd, Haywards Heath, Sussex, announce that the 4-oz pack of Fabahistin suspension has been discontinued and that future orders will be supplied with a newly designed metric pack of 100 ml. Price structure remains unchanged.

# TRADE MARKS

Applications advertised before registration

'Trade Marks Journal',

July 2, No. 4740

Russian Roulette, B900,530, by R. J. G. Perfumers Ltd, London E 1. For soaps, perfumes, non-medicated toilet preparations, essential oils, cos-metics and hair lotions (3)

Kiku, B914,387 by Faberge Inc, New York, USA. For perfumes, cosmetics, and non-medicated toilet preparations, but not including refills for cosmetic nowder boxes (3)

Roux Red Riot (device), B904,659, by Roux International Ltd, Dublin, Republic of Ireland. For non-medicated toilet preparations for tinting the hair (3)

Khadine, 916,546, by Yardley & Co Ltd, London W I. Free & Lovely by Bristows, B928,984, by Beecham Group Ltd, Brentford, Middlesex. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

Drive (device), B920,859, by Gillette Industries Ltd, Isleworth, Middlesex. For cosmetics, non-medicated toilet preparations, preparations for the hair, and eau de Cologne (3)

Danusa, 922,661, by Pierrel Associate SpA, Milan, Italy. For cosmetics; and non-medicated toilet preparations (3)

Bol-Tabs, B929,227, by Horizon Industries Corporation, Cleveland, Ohio, USA. For cleaning prepara-tions in tablet form (3)

Laguna, B929,380, by Miles Laboratories Inc, Elkhart, Indiana, USA. For non-medicated bath preparations, soaps and non-medicated talcum powder for toilet use (3)

**Delmey**, 929,768, by Delbanco Meyer Wigs Ltd, London NW 5. For cosmetics, non-medicated toilet preparations, perfumes, soaps, and preparations for the hair (3)

Pastorale, 930,020, by Pfizer Ltd, Sandwich, Kent. For perfumes and eau de Cologne; cosmetic pre-parations, dentifrices, non-medicated toilet preparations, toilet articles and soaps, none being in liquid form (3)

Top Note (device), B930,277, by Sophistique Ltd, Wisford, Ches. For non-medicated toilet prepara-tions, soaps, preparations for the bair, cosmetic preparations, depilatory preparations and toilet

Limolen, 916,263, by AB Casco, Stockholm, Sweden. For disinfectants; mordants for use in sowing; and preparations for killing weeds and destroying vermin (5)

Alugan, 924,518, by Farbwerke Hoechst AG vormals Meister Lucius & Bruning, Frankfurt am Main-Hoechst, Germany. For veterinary preparations and substances; and preparations for the destruction of animals and plants (5)

Ceporex, 926,552, by Glaxo Laboratories Ltd, Greenford, Middlesex. Normaril, 933,726, by

Allen & Hanburys Ltd, London E 2. For pharmaceutical and veterinary preparations and substances

Vegoran, 928,510, by CIBA Ltd, Basle, Switzerland. For herbicides (5)

Flax, 928,045, by Allen Frederick Jones, London

SW 1. For insecticides (5)

Monochem, 928,700, by Monogram Industries Inc,
Los Angeles, California, USA. For chemical sanitary substances, disinfectants and deodorants, all for use with chemical closets (5)

Trichotine, 928,814, by Stafford-Miller Ltd, Hatfield, Herts. For pharmaceutical, medicinal and sanitary preparations, all for use in the treatment

of trichomonas infections (5)

Hyperstat, B929,085, by Schering Corporation,
Bloomfield, New Jersey, USA. Viplan, 931,640,
by Vitasafe Plan (England) Ltd, London SW 18. For medicinal and pharmaceutical preparations and

Laguna, B929,381, by Miles Laboratories Inc, Elkhart, Indiana, USA. For medicated bath prepara-

Kotex, 929,730, by Kimberley-Clark Corporation, Neenah, Wisconsin, USA. For sanitary napkins, sanitary towels and tampons, all for catamenial or menstrual hygiene purposes; and holders, knickers and panties, all for sanitary napkins or sanitary towels (5)

Telone, 930,596, by Dow Chemical Co, Midland, Michigan, USA. For soil fumigant products and preparations for the destruction of nematodes and

Sceptre, 930,660, by Deb Chemical Proprietaries Ltd, Belper, Derbyshire. For disinfectants, germicides, sterilising preparations and sanitary preparations (5)

Famosan, 931,024, by Hadleigh-Crowther Ltd, Reading, Berks. For disinfectants, sterilising pre-parations and sanitary substances; bactericides, viricides and germicides (5)

Carbosal, 931,185, Ecolix, 933,651, by CIBA Ltd, Basle, Switzerland. Vivipenin, Vivinotin, 933,723-34. International Serum Laboratories Ltd, London NW 7. For pharmaceutical preparations and sub-

stances for human and veterinary use (5)
Fevine, 931,803, by C. H. Boehringer Sohn, Ingelheim am Rhein. Germany. For pharmaceutical, veterinary and sanitary preparations and substances; medical and surgical plasters; material prepared for bandaging; disinfectants and antiseptics; and preparations for killing weeds and destroying ver-

Nilova, B933,495, by Unigreg Ltd, London SW 19. For contraceptives for female use and pharmaceutical preparations for use in the menstrual cycle (5) Spectrose, 933,623, by J. R. Geigy AG, Basle, Switzerland. For pharmaceutical preparations and substances (5)

Draza, 935,166, by Baywood Chemicals Ltd, Bury

St. Edmunds, Suffolk. For molluscicidal preparations and preparations for destroying vermin (5)

Malarivon, 935,208, by Wallace Manufacturing
Chemists Ltd, London NW 3. For pharmaceutical substances and preparations, all for use in the treatment of malaria (5) treatment of malaria (5)

Countess, 928,068, Rosedale Associated Manufacturers Ltd, Treforest, Glamorganshire. For domestic electric hair drying appliances (not being machines) sold complete (11)

# **Patents**

Complete specifications accepted From the 'Official Journal (Patents),' July 2

Filmove Studio Barrandov, 1,160,966. Fungicidal chloro-nitrophenyl esters and fungicidal compositions containing them Fisons Pest Control Ltd. 1,161,000. Dentifrices

Colgate-Palmolive Co. 1,161,017.

Wound debriding and healing composition
Burns Pharmaceuticals Inc. 1,161,192.

Antibiotic adriamycin Farmaceutici Italia Soc. 1,161,278. Stabilisation of ascorbic acid and of derivatives thereof

F. Hoffmann-La Roche & Co AG. 1,161,289.
Solid inedicament for oral administration ruminants

Farbenfabriken Bayer AG. 1,161,300. Safety closure for containers such as bottles Tamper-Proof-Tops Industries Ltd. 1,161,321.

Closure cap for a container Tamper-Proof-Tops Industries Ltd. 1,161,323.

Animal vaccine

Chas. Pfizer & Co Inc. 1,161,333. Vaccines against measles and process for their manufacture

Behringwerke AG. 1,161,414. Pharmaceutical compositions CIBA Ltd. 1,161,439. Toilet preparation Mediline AG. 1,161,484.

Surgical dressings Prebbles (Medical) Ltd. 1,161,528. Anti-inflammatory compositions Endo Laboratories Inc. 1,161,638.

British patent specifications relating to the above will be obtainable (price 4s 6d each) from the Patents Office, 25 Southampton Buildings, London WC 2, from August 13.

# COMING EVEN

Wednesday, July 16

Cardiff Pharmacists' Association, The car park, Rowland James, Dyfrig Road, Ely, Cardiff. Car treasure hunt, leaving between 6.30 and 7.30 p.m. Destination, Whitehall Club, Rhoose for buffet supper.

Federation of South-eastern Pharmacists. Visit to Bateman's, Burwash, Sussex, at 7 p.m. Charge 12s 6d.

### Shopfitting



Reproductions of shop lay-outs for many sorts of retailing, including chemists, have been set up in the head office showrooms of Arthur Wardle, Umdasch division, Ayres Road, Old Trafford, Manchester.

A customer can see how a fixture would look in his own shop and can discuss individual design requirements with the firm's executives. The showrooms are open from 9 a.m. to 6 p.m. Mondays to Fridays.

The Umdasch shopfitting planned unit system consists of an interlocking steel framework.

Components such as shelves, ceiling panels, pelmets and friezes hook into main supports. One of the system's advantages is its flexibility.

# 

### Top grade Alex' pods to be scarce

London, July 9: Supplies of top-quality Alexandria SENNA PODS are becoming short on the spot and the shortage is expected to become even greater in the months ahead. Buchu leaves were lower by 1s 6d Ib and Cocillana by threepence, Elsewhere in the CRUDE DRUG sector HYDRAS-TIS eased by sixpence lb and white SQUILL by 10s cwt.

NUTMEGS from the West Indies were firmer; although the crop was reported to be a good one, it is believed the firmer price has been influenced by the shortage of East Indian material.

In Essential oils Ceylon Citronella was down by threepence lb in sympathy with an easier position at source. Brazilian PEPPERMINT was down three-halfpence lb for shipment and Bois DE ROSE by fivepence. Madagascar CLOVE LEAF rose by sixpence lb for shipment lifting the price above the in-bond quotation. LEMON-GRASS at 52s 6d kg, cif, was up 4s.

### Pharmaceutical chemicals

ACETIC ACID.—(12-ton lots in bulk per ton), BPC glacial £85; 98-100 per cent; £78, 80 per cent grades; technical £68; pure £74.

ACETYLSALICYLIC ACID.— (Per kg) 1,000-kg 9s  $2\frac{1}{4}$ d; 250-kg, 10s  $0\frac{1}{4}$ d.

Amphetamine.—Base 150s per kg in 5-kg lots; sulphate 120s; dexamphetamine 270s per kg for 10 kg.

Aмуlobarbitone.—врс 68s 6d per kg for less than 100-kg lots; sodium 78s 6d.

BARBITONE.—50-kg lots 52s kg; sodium 52s.

BENZOIC ACID.—50-kg kegs, 6s 5d kg. sodium SALT, 6s 6d.

BORAX.—BP grade, 1,000-kg in paper bags, delivered; granular £57 15s, crystals £62 5s; powder £62 5s; extra fine powder £63 5s; anhydrous £71 15s; pentahydrate £61 10s.

BORIC ACID.—By grade per 1,000-kg: granular £86; crystals £99; powder £92 10s; extrafine powder £94 10s in paper bags, carriage paid. Technical from £73 10s to £82 15s.

Brucine.—(Per oz) sulphate, 10s; alkaloid 12s 6d for 100-oz upwards.

BUTABARBITAL.—50-kg, 107s 6d kg; sodium

BUTOBARBITONE.—BPC 86s per kg for less than 100-kg lots.

CITRIC ACID.—BP GRANULAR (single deliveries per 1,000 kg in lined bags), 50-kg, £237; 250-kg, £232; 1,000-kg, £223. Premiums: ANHYDROUS, 10 per cent; POWDER, £10; CRYSTALS, £10.

Cocaine.—35-oz lots hydrochloride, 115s per OZ; ALKALOID 126s OZ.

CYCLOBARBITONE.—Under 25 kg, 75s per kg; CALCIUM, 75s kg.

GALLIC ACID.—BP, 12s 6d per lb for 1-cwt lots; 5-cwt 12s 3d lb.

HIPPURIC ACID.—10-kg lots 27s 6d kg.

Hypophosphorous acid.—Bpc 1959, 16s 9d per kg; pure (50 per cent.), 20s 9d.

Isoprenaline sulphate.—5-kg, 273s kg.

fethadone hydrochloride.—Subject to D.D.A. regulations, 2s 6d per g for 100-g lots. METHYLPHENOBARBITONE.—BPC, 78s 3d per kg for under 25-kg lots.

NARCOTINE.—ALKALOID and HYDROCHLORIDE, 300s kg.

OLEIC ACID.—BP £171 per ton delivered.

OPIATES.-Home trade prices (per kg) (subject to D.D.A. Regulations):

	1 kg and over	Under 1 kg
CODEINE ALKALOID HYDROCHLORIDE PHOSPHATE SULPHATE MORPHINE ACETATE	s d 2,132 6 1,886 0 1,639 0 1,886 0 1,975 0 2,362 0 1,956 6 1,956 6 2,309 0	s d 2,168 0 1,921 0 1,674 6 1,921 0 2,009 0 2,397 0 1,991 6 1,991 6 2,344 0
ETHYLMOR PHINE ALKALOID HYDROCHLORIDE DIAMOR PHINE ALKALOID HYDROCHLORIDE	2,432 0 2,097 6 2,309 0 2,115 0	2,467 6 2,132 6 2,344 0 2,150 0

PARAFFINS.—(In 6-drum lots, per ton) Liquid BP £114 7s 6d; Light, £96 5s. Technical white OILS; HEAVY, £101 5s; LIGHT, £87 15s. Drums charged and returnable. SOFT: WHITE £110-£131 tons and YELLOW, £79-£107 5s. All in non-returnable drums delivered.

PENTOBARBITONE.—Less than 100-kg lots 93s per kg for ACID and 98s for SODIUM.

PETHIDINE HYDROCHLORIDE.—Subject to D.D.A. regulations, 5-kg lots, are at 300s kg.

PHENOBARBITONE.—50-kg lots 55s 3d pcr kg; SODIUM 60s 9d.

PHOLCODINE.—8-oz lots 91s 6d per oz (3,227s

PHOSPHORIC ACID.—BP (s.g. 1.750); 10-drum lots 156s 10d per cwt; 54-kg lots in bottles, 4s 9d per kg.

PHTHALYLSULPHATHIAZOLE.—5-kg lots, 32s 6d per kg; 50-kg, 31s 6d.

Physostigmine.—(100-g lots, per kg): Salicylate, 13,733s 6d; sulphate 17,574s 6d.

PILOCARPINE.—1-kg lots hydrochloride 1,379s; NITRATE 1,354s.

Potash sulphurated.—BPC, 1959, 8s 10d kg in 50-kg drums.

Potassium acetate.—(Per lb) 1-cwt lots, 3s; 5-cwt, 2s. 8d; 10-cwt, 2s. 6d.

Potassium acid trartrate.—BPC (per 1,000 kg in bags), 50-kg lots £320; 250-kg £315; 1,000-kg £306.

POTASSIUM BICARBONATE.—BP powder 110s cwt in 1-4 cwt lots; 105s cwt for 5-cwt and over.

POTASSIUM CARBONATE.—50-kg kegs 6s 7d per kg. POTASSIUM CHLORIDE.—Pure 50-kg sacks, 3s 71d per kg.

POTASSIUM GLUCONATE.—BPC, 1-ton lots, 13s 6d

POTASSIUM HYDROXIDE.—(Per kg), Pellets, BP 9s 6d; sticks, ½-kg in bottles, 30s 10d; technical flake 4s 5½d.

Potassium permanganate.—Bp in 1-cwt lots, 2s 03d per lb. Technical, 218s 6d per cwt; 1-ton lots, 207s cwt.

Potassium phosphate.—BPC 1949, 50-kg kegs of powder 9s 3d kg; granular 9s 4d.

POTASSIUM SULPHATE.—BPC '49, 1s 2d lb. POTASSIUM THIOCYANATE.—50-kg lots 14s 7d per kg in kegs.

Pyrogallic acid.—1-cwt photographic crystals 32s 3d per lb.

QUINALBARBITONE.—SODIUM and ACID are 99s per kg for less than 25-kg lots.

SACCHARIN.—BP powder 1 lb and over 15s 6d

per lb; sodium salt bp 14s.

SALICYLIC ACID.—250-kg 7s 3d kg.

Santonin.—5-kg lots 374s kg.

STRYCHNINE.—100-oz lots alkaloid 7s per oz SULPHATE; HYDROCHLORIDE, 6s.

Succinulsulphathiazole.—5-kg lots, 46s per kg; 50-kg, 45s kg.

Sulphacetamide.—50-kg lots, sodium 34s 6d kg. SULPHADIAZINE.—50-kg lots, 46s 8d kg.

SULPHADIMIDINE.—50-kg lots are 33s 9d kg.

SULPHAGUANIDINE.—100-kg lots, 19s 6d kg. SULPHAMERAZINE.—In 50-kg lots, 37s 6d per kg. SULPHAMETHIZOLE.—BP Under 50-kg, 85s kg.

SULPHANILAMIDE.—50-kg lots 13s 1d kg. SULPHAPYRIDINE.—6-kg lots, 120s per kg.

SULPHATHIAZOLE.—100-kg, 39s per kg; 50-kg

TANNIC ACID.—BP 5-cwt lots, fluffy 11s 3d per lb; powder, 11s.

Tartaric acid.—1,000-kg, in bags, delivered, £368 10s. Drums plus 10s.

THIOGLYCOLLIC ACID.—Basic rates per lb 97.98 per cent, 26-lb packs 15s 6d; 75 per cent 11s 6d; AMMONIUM THIOGLYCOLLATE 40 per cent, ph 9.3 (24-lb packs), 7s; MONOETHANOLAMINE THIOGLYCOLLATE, ph 9.9 40 per cent 10s 2d. All carriage paid United Kingdom and subject to purchase tax.

### Crude drugs\*

BUCHU.—Rounds 27s 6d lb spot; 26s 6d, cif. CAMPHOR.—BP powder 43s kg; 37s, cif.

CASCARA.—Spot 310s cwt; new crop offers awaited.

CHERRY BARK.—Thin natural 3s lb spot; 2s 11d, cif.

Hydrastis.—33s lb; 32s, cif.

LIQUORICE.—ROOT, Chinese, 90s cwt, BLOCK JUICE, Anatolian, 250s per cwt. 90s cwt, spot.

MENTHOL.—(lb). Chinese 37s 6d spot; shipment 34s 6d, cif, nominal. Brazilian 26s 6d spot; forward 25s 6d, cif.

NUTMEGS.—(Per lb, cif). Grenada 80's 6s 4d; 110's 5s 10d; defectives, 4s 3d; sound assorted 5s 4d.

-(Per lb)—Sarawak white 2s 11d spot; 2s 10½d, cif; black 2s 7d spot; 2s 3d, cif.

SEEDS .- (Per cwt)-Anise.-Chinese star un-EEDS.—(Per cwt)—ANISE.—Chinese star unselected 180s; Spanish green 265s, both duty paid. CARAWAY.—Dutch 172s 6d spot. CELERY.—Indian afloat 385s, cif; new crop 365s, cif, and July-August 360s, cif. CORIANDER.—Moroccan spot 80s; new crop for July-August 79s, cif. CUMIN.—Chinese 185s; Iranian 162s 6d, both spot. DILL.—Indian for shipment 140s, cif; Chinese 115s duty paid; 97s 6d, cif. Fennel.—Chinese 110s duty paid; 97s 6d, cif. Fennel.—Chinese 170s duty paid; 97s 6d, cif. Fenugreek.—Moroccan 72s 6d duty paid; new crop July-August 57s, cif. Mustard.—English yellow 55s to 95s as to quality; brown 110s.

SQUILL.—WHITE 190s cwt spot; new crop 170s,

WITCH HAZEL LEAVES.—4s 9d lb spot; 4s 6d, cif.

### Essential oils\*

Bois DE Rose.—Brazilian 19s lb spot; 18s 3d,

CARAWAY.—Spot 55s lb; English 80s.

-Indian 525s per lb, English-CARDAMOM.distilled 1,930s kg.

CITRONELLA.—Ceylon 7s 9d per lb spot; 7s 1d cif; Formosan no in bond; 5s 6d, cif. offers; Chinese 5s 5d

CLOVE.—(lb) Madagascar leaf, July-August shipment 13s 3d, cif; spot 13s in bond, English distilled bud 66s.

LEMON.—Sicilian spot 35s to 55s lb as to quality; shipment from 50s, c and f.

LEMONGRASS.—Spot 70s kg; July-August shipment 52s 6d, cif.

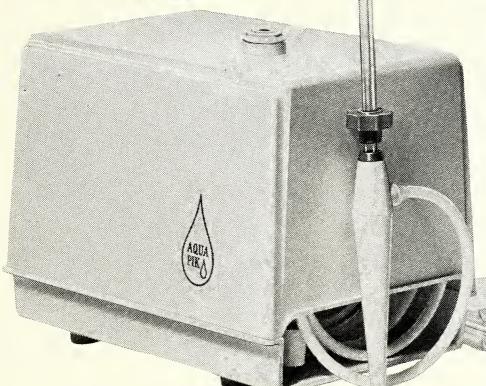
PEPPERMINT.—(Per lb) Arvensis: Chinese 10s 6d spot; 10s 1½d, cif. Brazilian 10s 6d, spot; shipment 10s 1½d, cif. American Piperita 40s to 60s, Italian 95s.

# New York market

New York, July 8: Rumour persists of a forthcoming rise of 25 cents lb for PHENOBARBITONE which is currently \$3 lb for USP grade. PIMENTO LEAF OIL was slightly firmer at \$3.80-\$4 lb.

<sup>\*</sup> Prices obtained by importers or manufacturers exwarehouse for bulk quantities.





Aqua Pik is a miniature electric water pump measuring only  $5\frac{1}{2}'' \times 4\frac{1}{2}'' \times 4''$ 

4 jet heads in different colours are supplied with each Aqua Pik

# Dentists everywhere recommend itand their patients are your customers

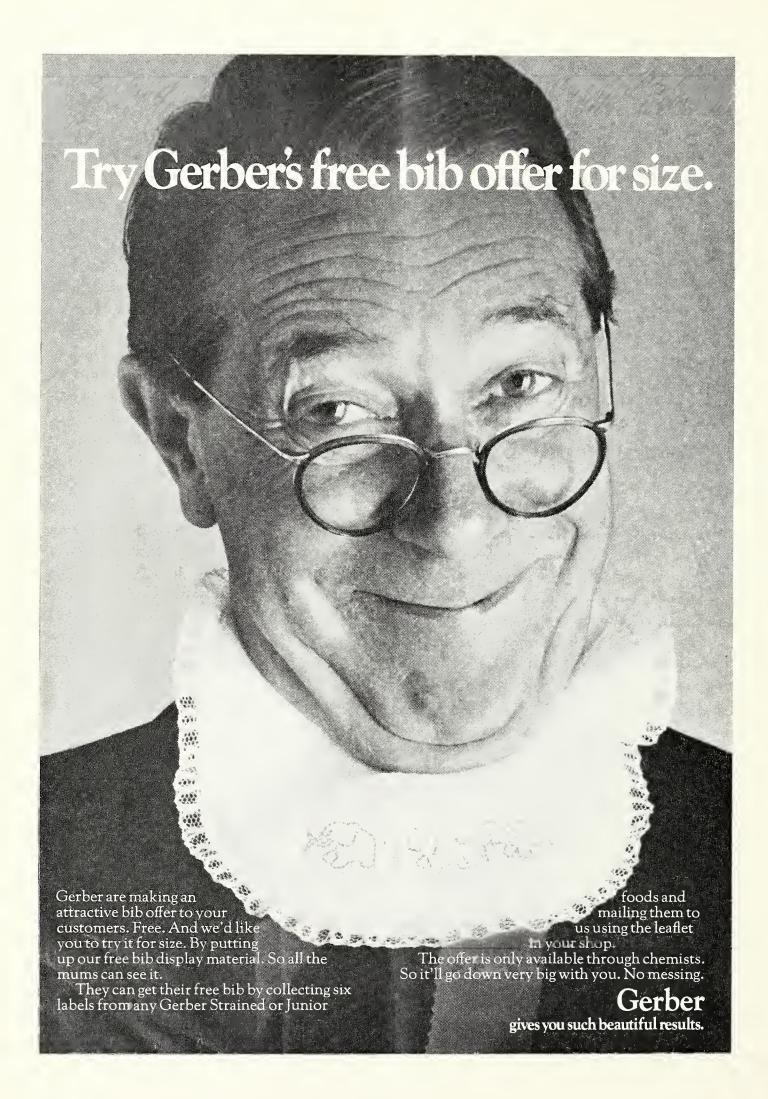
Dentists recommend Aqua Pik for a number of gingival conditions. More generally they recommend it as a family appliance which supplements the toothbrush in several important ways. The pulsating jet of water flushes out loose matter from between the teeth, along and below the gingival margins and from under orthodontic appliances and fixed bridgework. This total cleansing of the teeth and gums; this refreshing tone-up of the mouth has never before been possible. In the USA 6,000,000

Aqua Piks have already been sold.

Write for full information to: MANN & RANKIN LIMITED,

Sole Distributors in the UK Dept CD1, 235/7 Finchley Road, London, NW3 Tel. 794 8273 Aqua Pik

recommended retail price £18.18.0





Thovaline is now available in a special retail pack which can be sold without prescription. An attractive counter display box containing 24 handy Thovaline tubs, plus heavy promotion in Women's Magazines will introduce this old friend in a new dress to its public.

Thovaline is a high quality general purpose cream for family skin care.



Order through your regular Wholesaler or, in case of difficulty, write to:
Ilon Laboratories (Hamilton) Ltd., Lorne Street, Hamilton, Lanarkshire, Scotland.



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Automatic
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changeparts?



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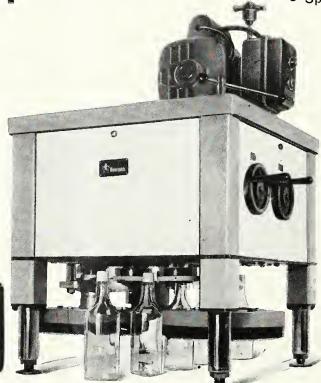
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### **BARNET GENERAL** HOSPITAL

Wellhouse Lane, Barnet, Herts. Pharmacy Technician I

required for duties in the Group Pharmacy at Barnet General Hospital. Apply Group Pharmacist.

Barnet Group Hospital Management Committee

### BARNET GENERAL HOSPITAL

Wellhouse Lane, Barnet, Herts Senior Pharmacist

required in Group Pharmacy of Category V Hospital, Whitley Council salary and London Weighting. Pleasant, modern, comprehensive Pharmacy, Apply to Group Pharmaciet. macist.

### ILFORD AND DISTRICT H.M.C.

Pharmacy Technician-Grade I and II

Whole-time for Group Pharmacy. Based at Barking Hospital, Upney Lane, Barking. Essex Applications to the Group Secretary, King George Hospital, Eastern Avenue, Newbury Park, Ilford, Essex.

### ST. BARTHOLOMEW'S HOSPITAL

London, E.C.1 Locum Pharmacist

required. Five-day week. Salary f28 8s., plus £1 15s. London Weighting per week. Post offers varied experience in a Teaching Hospital and accommodation may be available. Applications with full particulars and naming two referees to Chief Pharmacist. naming t Pharmacist.

### **DEPUTY CHIEF PHARMACIST**

required for this General Hospital of 541 beds. Wide variety of work, including Specialist Departments in Thoracic and Plastic Surgery, with opportunity to gain experience at other units in the Group. The post is now vacant, the salary scale for which is £1,383-£1,751 per annum (Category V). Residential accommodation may be available. Applications in writing stating age, qualifications, experience, together with the names and addresses of two referees, to be sent as soon as possible to the

Hospital Secretary.

SHOTLEY BRIDGE GENERAL HOSPITAL

Consett, Co. Durham

### ST. LAWRENCE'S HOSPITAL. CATERHAM, SURREY

(Mental Subnormality-2,125 Beds) CHIEF PHARMACIST III required

scale £1,488-£1,977. Pleasant Salary flat or single accommodation available if required at reasonable rate. Active Sports and Social Club. Apply immediately to Group Secretary.

# ST. LAWRENCE'S HOSPITAL, CATERHAM, SURREY LOCUM CHIEF PHARMACIST III

(full-time)

required for two weeks commencing 11th August, 1969.

Apply immediately, quoting names of two referees, to Physician Superin-tendent.

ANCOATS HOSPITAL,
MANCHESTER M4 6EB

Applications are invited for the post of SENIOR PHARMACIST

The post is an interesting one and the holder deputises for the Chief Pharmacist. The experience gained could be useful for promotion. Applications stating age, qualification and date, details of experience, and the names and addresses of two referees to the Hospital Administrator. (Ref 29)

### MANSFIELD HOSPITAL Management Committee Senior Pharmacist

Required for newly opened Area Pharmaceutical Department, serving 10 hospitals (total 1,762 beds). Well equipped department with separate Sterile Fluids Unit. Excellent opportunity to gain thorough experience of hospital pharmacy. Salary £1,200thinky to gain thorough experience of hospital pharmacy. Salary £1,200-£1,520 plus higher qualification allowance. Living accommodation available at a reasonable charge for a single person if required.

Applications naming two referees

The Group Pharmaceutical Officer, King's Mill Hospital, Sutton-in-Ashfield,

### ROYAL INFIRMARY OF **EDINBURGH PHARMACIST**

locum, for Group Pharmaceutical Department. Whitley Council rates and conditions. Accommodation may be available for lady. Write Personnel Officer giving full details and names of two referees.

### ROYAL INFIRMARY OF **EDINBURGH**

PHARMACIST

for Group Pharmaceutical Department.

Duties may include attendance at the New Eye Pavilion. Whitley Council rates and conditions. Temporary accommodation may be possible for a lady. Write Personnel Officer with full details and names of two referees.

### ROYAL INFIRMARY OF **EDINBURGH**

Senior Pharmacist

to take charge of Quality Control Laboratory. Main duties relate to quality control of tablets, surgical dressings, haemodialysis fluids and sterile solutions. Modern well-equipped laboratory in Category V teaching hospital. Excellent opportunity for gaining wide experience in hospital pharmacy. Commencing salary £1,220 on scale rising by annual increments to £1,520. Temporary accommodation for lady. Apply giving full details to Personnel Officer.

### PHARMACY TECHNICIAN

modern and well equipped Pharmacy Department. Student considered and day release training is available. Applications stating age, experience and the names of two referees to the Secretary.

North Middlesex Hospital,
London, N.18.

### **ROYAL SOUTH HANTS** HOSPITAL

Fanshawe Street, Southampton, SO9 4Pe Deputy Chief Pharmacist

required in this busy Category V Group Department. The Royal South Hants Hospital will form part of the Teaching Complex at present being developed in Southampton. Salary scale £1,381 to £1,751. Applications to the Hospital Secretary.

### **New Southgate Group Hospital** Management Committee FRIERN HOSPITAL

Chief Pharmacist III

required by this large psychiatric hospital. Salary scale £1,494-£1,955. Whitley Council conditions and scales applicable. Applications naming two referees to the Group Secretary, Friern Hospital, New Southgate, London, N 11.

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GENTLEMAN with 27 years experience with wholesale chemists including 7 years depot manager and 8 years sales representative. Aged 41. Resident Colchester. Box C 1464.

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AGENT WITH EXCELLENT connections with chemists, etc., in Staffordshire, Warwickshire, Shropshire and Worcestershire seeks new lines. Box C 1447.

### **SUNGLASS**

### MARKETING

Established Importers good quality, stylish Sunglasses wish to extend sales coverage in London and South East England, Approaches will be welcomed from (a) Companies with marketing facilities; (b) Established representatives or agents well connected with Chemists, Stores, etc. We are only interested in a progressive and sound All replies arrangement. treated in strict confidence. Box C 1465

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If you require direct nation-wide representation and/or distribution to chemists and wholesale chemists' your products can be stores, sold and distributed at a fraction of normal costs by Dayol Marketing Marketing.

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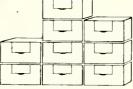


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